

THE

# QUILL

A MAGAZINE FOR WRITERS, EDITORS, AND PUBLISHERS



35 Cents

YANKS EDIT BERLIN NEWSPAPER  
(See Pages 6-7)

Capt. Hans Habe (left) and Capt. Hans Wallenberg of the American Army study an issue of the Allgemeine Zeitung. An account of what has happened to the German press since V-E Day is given in this issue by Walther Victor, one time Berlin editor.

November-December, 1945

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# THE QUILL

A Magazine for Writers, Editors and Publishers

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## The Picture Must Be Painted True

SIX months after victory in Europe a tracer ran down one young Sigma Delta Chi in Heidelberg, Germany. It moved him to appeal to *THE QUILL*.

The beauty of the Neckar Valley and the charm of Germany's most ancient university city had not wooed this particular sergeant from his prime purpose in going to Germany. He wrote:

"How about coming out with an article on the journalist's part in painting a true picture of what our soldiers have seen here in Europe? Thousands of G.I.'s . . . are giving their families and friends untrue pictures of the situation here. . . . Amazingly paralleling the situation after the last war, G.I.'s in this one are slandering their allies and beating their gums in all seriousness about how good and generous the Germans are. . . . It doesn't make sense."

You are right about the last one, sergeant. Some Yanks of the 1919 Army of Occupation brought home Rhineland wives and a few of them probably raised Bundist sons. All of us were accessories to the murder of the League of Nations. As late as the early '30s British veterans of Mons and Passchendaele were saying in public houses: "Well, let's hope we're on Jerry's side next time." So we let American boys hail Hitler and the British cheered Chamberlain after Munich.

A parallel to that is shaping now. As yet it is faint—a speech in Washington, a headline in Chicago, dinner table grumbling by frightened people in Los Angeles. The problem in 1945 is much bigger than German guilt and punishment. It is complicated by factors that did not exist in 1918, such enormous and incalculable factors as the emergence of Russia, the awakening of Far Eastern millions, social unrest at home.

WE can keep it from happening again. In view of the flourishing atomic state of scientific warfare as of V-J Day we must keep it from happening again. Everyone who deals in facts or ideas for public consumption—from the primary school teacher to the Page 1 political figure—has a duty to peace. No agency has a bigger duty than journalism.

We use the word journalism in its fullest sense. Before some sensitive tough guy rises to object: "Me, I'm a newspaperman!" we hasten to say we are trying on journalism for size, not style. By journalism we mean the reporting of events and the drawing of con-

clusions and suggestions from those events in all mediums of communication.

It was significant that the recent announcement of plans for the William Allen White Foundation at the University of Kansas came from a sponsoring committee that covered the entire publishing, radio and moving picture industries. The foundation is a school of journalism but, according to a United Press story from New York December 3, it "will undertake to create ability for anticipating and interpreting the social significance of current events rather than talent in the form of their presentation."

Neither teachers nor prospective employers should find any serious quarrel with this concept of education for journalism. Never was journalistic talent in better form than it is right now. The American press and radio not only covered a global war with energy and accuracy and considerable freedom from hysteria, but managed to improve presentation.

These wartime techniques of presentation should improve even further under postwar competition. Nor is livelier presentation of news mere commercial shrewdness on the part of management out to make a better living. As long as more readable headlines, more plainly written stories or simply told newscasts keep within the limits of accuracy, the better they will serve peace. People must read and understand.

THE real test will lie in the "ability for anticipating and interpreting" behind the talent. The confusion of peace is harder to anticipate and interpret than the unity of war. Any copyreader could crack out a good eight column line on a B-17 raid or a new beach head. Selling readers or listeners the rights and wrongs of a big strike or the nuances of a backroom squabble among allied nations needs more than writing or editing skill. It demands disinterested intelligence and a deep desire to be right. It demands the ability to relate the books reviewed in this issue—a stretch from atomic bomb to Christian philosophy.

Editors and commentators are still punch-drunk from the terrific story of war and victory. Now we must fight the peace and none of us is really good enough. We can only try. If we succeed in painting a true picture that will help this nation take the road to peace we shall live up to man's hopes of free expression of thought. We shall really make good the boast we have often made of our trade—business, art AND profession.

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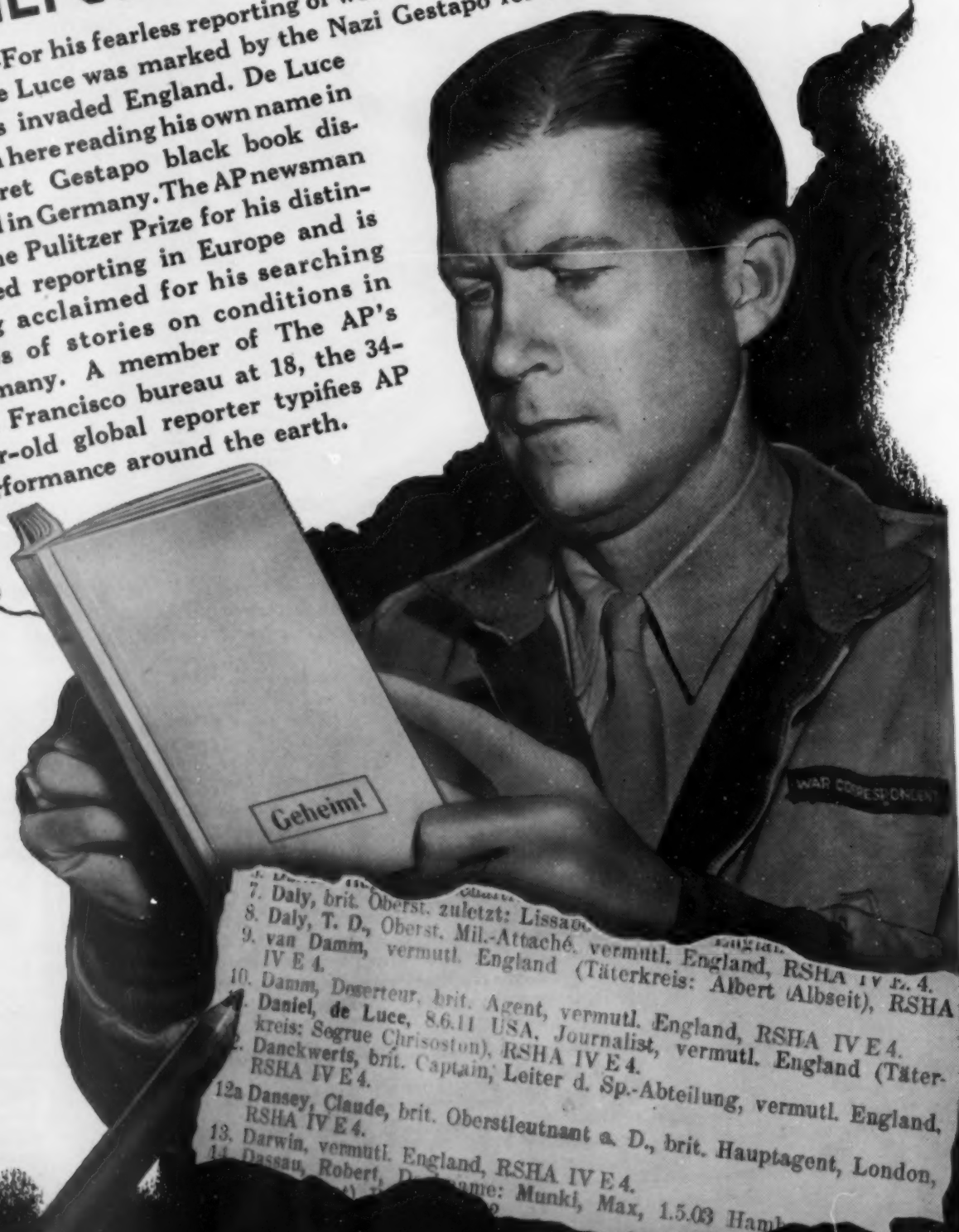
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# AP REPORTER IN NAZI BLACK BOOK

BERLIN—For his fearless reporting of world events, Associated Press Correspondent Daniel De Luce was marked by the Nazi Gestapo for seizure and arrest after the Germans invaded England. De Luce is shown here reading his own name in the secret Gestapo black book discovered in Germany. The AP newsman won the Pulitzer Prize for his distinguished reporting in Europe and is being acclaimed for his searching series of stories on conditions in Germany. A member of The AP's San Francisco bureau at 18, the 34-year-old global reporter typifies AP performance around the earth.



**AP** The Byline of Dependability



# A Good Publicist Must Be Newsman

By PAUL O. RIDINGS

**P**UBLICIST, press agent, praise agent, space bandit (I deny this), ballyhood-lum—they call us a lot of names, some flattering and some harsh. A lot of editors like us and make use of us, and some don't like us—and still make use of us.

Public relations counsel, director of publicity, informational director, press secretary—we label ourselves, sometimes precisely and sometimes pretentiously.

But whatever others call us or we label ourselves, there is only one definition that adequately covers the most vital function of a competent practitioner of public relations. There is only one species to which we can belong if we are to do a job for our clients or ourselves.

We are, and must be, *newsmen*.

The foundation on which our business is built, exactly like that of the publications whom we serve, is news. It has to be. We must know news and be able to prepare it or point it out to others. This makes us of the same breed as the reporter and the editor on the other side of the fence. Publicists are, and must be, reporters—reporters in the employ of news sources.

**O**BVIOUSLY, public relations in the broadest concept includes activities outside the news field—employee and stockholder relations, consumer and community relations, many others. Public relations focuses attention and brings action through a broad range of labors concerned with public opinion, including research in an effort to determine what public opinion is.

But here I am concerned only with our function as newsmen. That covers both our judgment of news and its preparation and our relations with editors whose publications offer the single most potent tool with which to reach public opinion. It is through the columns of daily and weekly newspapers, magazines and trade and professional journals that we have the opportunity to tell the story of our client.

There is no magic formula which insures publicity copy space in any publication. But neither is there any one formula which takes any news copy past an editor—whether the copy is prepared by a reporter working for the editor or by a reporter working for the news source itself as a public relations man. The staff



Paul O. Ridings

writer, the special correspondent, the free lance "stringer" at times miss fire just as publicists do—and for basically the same reasons.

The editorial content of any publication represents only that which the editor feels will interest his readers. We publicists have the same opportunity to obtain such material as do any other reporters. Therefore, there is no equation for success in publicity and public relations other than that which governs all news work: Information which has reader interest + proper handling of this information = information in print.

**T**HE public relations man walks a tight rope between editor and edited. City desks love him when he lays the victims' names on the line, complete with middle initials, or tips them off that a man is coming to town who can explain atomic fission in 300 words. They revile him when the poor devil, unable to convince his client that frankness is the safest news policy, is reduced to blind obstructionism.

A good "P.A." must be both a newspaperman and a teacher of journalism. That is the creed of Paul O. Ridings (Missouri '39) who here gives his concept of the why and how of a publicist's job. This is the expression of a working philosophy and not an excursion into the ethical subtleties of public relations. It is concerned neither with the geniuses nor the rascals of the trade.

Paul has the experience to speak with knowledge and is still young enough not to be afraid of enthusiasm. He became well known to Chicago city desks when he did a lively but sound job of public relations for one of its major colleges, the Illinois Institute of Technology. He recently returned to Chicago, after an interlude as public relations director for McCann-Erickson in Minneapolis, to head his own agency, News Associates.

A graduate of Texas Christian University where his father, J. Willard Ridings (Missouri '16) still heads the journalism department, Paul later took a master's degree in journalism at the University of Missouri. He started the newspaper business as a printer's devil on a Missouri weekly which his father had edited years before. Following Missouri he bossed the Ennis (Texas) Daily News as the big state's youngest daily editor. He holds or has held office in the National Association of Public Relations Counsel, the Publicity Club of Chicago and American College Publicity Association.

**N**EWs does not have to beg its way into any publication. News is the commodity which papers sell—therefore, it is the commodity which they "buy." And editors are the "buyers" who select the stories to be sold to the reading public. Like competent buyers in any field, they do not limit the possible sources of the commodity they desire. Maligned as they have often been by many editors, publicists can always have the ready attention of any editor if they offer a commodity—news—which he as a buyer wishes.

**T**HE basis of the modern publicity profession lies in the simple fact that no news medium—whether it be metropolitan daily or country weekly, feature magazine or trade publication—can possibly maintain a big enough staff to cover all the personalities, the institutions, the firms, the associations, and other news sources which may provide copy of interest to readers. The New York Journal of Commerce, for example, has only one correspondent to cover the huge financial and commercial field which comprises the metropolitan Chicago area and the great Midwest.

Or to indicate the shortage of coverage another way, consider the fact that there are fourteen accredited colleges and universities in Greater Chicago, and yet only one of its six dailies has an education editor as such and none of the six actually covers colleges and universities as they do the city hall and the country courthouse.

[Continued on page 10]



Walther Victor

WHEN in 1740 the Russian Foreign Office complained of certain anti-Russian articles in Berlin newspapers, King Frederick II ("The Great") phrased an answer that became proverbial. In French, to be sure, because he, the very founder of Prussian militarism and imperialism, had a brilliant cosmopolitan-minded training, he wrote on the margin of the diplomatic document: "Newspapers, if they are to be interesting, must not be molested."

One recalls this story of Frederick for several reasons. It is significant for some of the contemporary discussions concerning the freedom of the press, because no one but Frederick the Great himself had planted—if indeed, he had not even written—those articles the Russians complained about. And woe to the Prussian editor who would have ventured to publish them without his approval—he would have been subject to corporal punishment.

On the other hand, no German newspaperman today can think of this old journalistic textbook story without realizing its tragic irony. Newspapers must not be "molested"? Never since the first newspaper hit the streets has there been a catastrophe such as befell the German press.

Twice in the same generation the press of Germany was utterly destroyed, once by fascistic terror and once by war and physical obliteration. It is a story worthwhile recording. It is a story for more than one reason connected with the first of the "four freedoms" and it is by no means accidental that the political hypocrisy of a Prussian king should have given us the cue for it.

IN THE QUILL for June, 1943, I told what it meant to us when Hitler came to power ten years before.<sup>1</sup> Today Hitler is dead, Germany and her presses have collapsed, four armies of occupation and a beaten, punished people are trying to rebuild on the ruins Hitler left behind. Let us look at the facts so as to realize the full measure of the problems German journalism is facing.

Before Hitler came to power, there were published 4,703 German daily newspapers<sup>2</sup>

## And Then Hitler Left None

# German Press Must Start From Scratch

By WALTHER VICTOR

of which approximately 2,500 were without any political affiliations, so-called *General-Anzeiger*, pretending to be non-partisan, but actually open to whatever influence money and political pressure could exercise. There were in 1932 only a few hundred papers owned and operated by political parties, among them 120 dailies of the NSDAP (Nazis), 150 of the SPD (Social Democrats), and 50 of the KPD (Communists). In all fifteen million copies were printed daily.

But it is to be considered that the bulk of the German papers were sold by subscription; only in a very few big cities did some people buy an additional "boulevard" paper at the news-stands found in a few business districts. Americans now and then buy two or more papers a day.

The German family wants its one and only paper delivered at the door. The 15 million copies therefore pretty well took care of a populace of some 60 million.

The German newspaper has been for a very large percentage of the people the only periodical, often the only printed matter, they see. It therefore contains without fail in addition to news and editorials a serialized novel, short stories, and other special features the American reader prefers to find in weekly and monthly magazines. In short, its educational and political importance cannot be exaggerated.

With industrial and technical capacity decisively reduced in Germany, it is bound to take years before radio news and comment will play a similar part.

IN the last issue of The Quill Jerry Thorp, American war correspondent, gave an immediate postwar picture of Japanese journalism. Tokyo newspapermen, he reported, were having a wonderful time flexing their editorial muscles after years in a totalitarian straight-jacket.

In Germany it has been far different, for Hitler's Reich chose to lose a war the hard way. In 1933 German newspapermen forfeited their freedom and often their lives. Twelve years later American and English bombs and Russian shells had obliterated much of their actual physical plant. And by the time the conquerors reached Berlin, the Nazi gang were dead or hiding and there was no political or social focus left comparable to Japan's emperor.

The Allies had to substitute an ersatz German press and hope that in time the alien graft would bear native fruit in the form of a reborn German press. Walther Victor, exiled pre-Hitler Berlin editor, here tells what happened to the German press and what the Allies have done. He realizes that the future of the German press is only a part of the future of the German nation, a question to which nobody seems to have an answer at the moment.

Victor gave a vivid picture of what happened to him and other anti-Nazi journalists when Hitler took over in the Quill of June, 1943. He came to the United States in 1940, after exile years in Switzerland, with a shipload of German writers and editors which included Franz Werfel and Heinrich Mann. Since 1943 he has, as production manager for Alfred A. Knopf, helped produce some 4,000,000 copies of books.

The author of a score of books before leaving Germany, editor of several newspapers and nationally known lecturer and radio commentator, Victor attended the Universities of Freiburg and Halle, fought in World War I and helped lead the Free German Youth Movement. When he was forced to leave Germany he was managing editor of 8 Uhr Abendblatt in Berlin.

Today, in addition to his publishing job, he is correspondent for Swiss newspapers. He would like to devote himself entirely to writing in his adopted language.



Whatever happens to the German press symbolizes more than in most countries the fate of the nation.

HITLER did not stop the presses. He drafted them. His arrival did not mean fewer newspapers, it spelled uniformed, regimented opinion, a monopoly of ownership in the hands of the party, terrorization of the few papers remaining in the hands of private concerns, complete abolition of freedom of the press. There may even have been more than the fifteen million copies printed daily, because the Nazis knew too well their political value. But they were just so many propaganda sheets, edited by the same person, one Joseph Goebbels and his staff. It was cold-blooded murder of the press.

The number of German editors and newspapermen actually killed by the Nazis is great. A full account of this story cannot be given yet. Many of my former colleagues, however, escaped to foreign countries. Less fortunate ones suffered in concentration camps. Some of them, liberated by the Allies, are now taking over again.

The German people themselves have not had a free press for more than a dozen years. And when Hitler fell, they no longer had any press at all. The printing plants were bombed out. Newsprint was no longer available. From the east and west conquering armies invaded the country. Cornered in Berlin, the "editor-in-chief" and his boss committed suicide. Where weeks before seventeen or eighteen million newspapers were printed and read daily, there was now none, nothing, absolutely naught.

THIS was the situation when the Allies took over. They had to communicate to the conquered people whatever the commands of their armies saw fit. Regulations had to be issued, the law had to be laid down in unmistakable language. That is why the mobile newspaper press advanced everywhere with the armed forces. The first day there appeared on the streets a previously printed bulletin, but as soon as possible there had to be a newsheet.

This is in my opinion a unique historical phenomenon requiring a thorough study, for which one of the journalistic members of General Eisenhower's psychological warfare staff would be best equipped. It is to be hoped that a book will be written in the near future telling the full story of how the armies of four nations re-established the press of a fifth. For that is just what happened, and it has never happened before in modern times. It did not happen in Japan after Germany's defeat; it had not happened before in Belgium or France or other countries when they were conquered by the Nazis.

When Hitler's invasions were staged, he would find or bring along a staff of Quislings who at once would take charge, directing and terrorizing the press. Germans knowing the language of the invaded country would establish their supreme censorship. But the papers they used for their purpose would still be French, or Belgian, or other. In Germany it was a different story. There the Allies had to begin from scratch.

It would be foolish to deny that there was no consistency in the way it was accomplished, and that the methods



OCCUPATION NEWSPAPERS IN GERMANY—The Neue Hamburger Presse was published by the British Information Service in the section of Germany occupied by the British. In the American zone the U. S. Army printed the Munich and Berlin newspapers pictured above.

used are open to discussion. In particular, there has been a distinct discrepancy in American and Russian occupation policies in the field of rebuilding the German press. These facts are well known.

I feel very strongly that from the point of view of re-educating the German people, of overcoming and eliminating the Nazi and Herrenvolk spirit, the method used by the Russians was the better one. They brought along with their advancing armies Germans who as political exiles in Russia or as prisoners of war had been prepared for their tasks beforehand. These Germans were joined by anti-Nazis liberated from prisons and concentration camps. It therefore was from the beginning Germans who started talking to and influencing their own countrymen through the medium of the new press.

To be sure, the Russian army provided the facilities and the newsprint, and their political officers certainly watched carefully what was going on. But the actual job was done by Germans. Whoever knows something about the psychology of conquered nations and the working of intellectual resistance against an imposed foreign government, whoever remembers the proclamation of this war as a worldwide campaign for democracy and self-government against fascism and tyranny, will understand my point.

America and England gave shelter to many of those members of the German press who were expatriated by Hitler. As a matter of fact, a very impressive list could be made up of distinguished anti-Nazi editors and writers still living in these countries and anxious to contribute to rebuilding a different Germany.

Their records had been thoroughly scrutinized before they were permitted to enter these countries, but they did not

get their chance despite the fact that the lack of experienced German democratic journalists in the American and English zones of occupation was a matter of grave concern for the authorities. What, then, has been done in these western parts of Germany?

THE story of the newspapers which the English call *Zeitungen der Militäregierung*, and in the masthead of which the U. S. Army says that they are *Herausgegeben von der Amerikanischen Armee*, is a story of great efficiency and resourcefulness. Even those who, like me, have some criticism to make as to the methods used can but acknowledge that a very difficult job has been well done by those in charge. From under dust and rubble they dug up destroyed newspaper plants, and quite often they started the presses running while still under fire.

They began in Luxembourg, they moved to Aachen and Cologne, they printed day and night, they flew the papers into the still fighting enemy lines, and after Hitler's defeat they built in a very few weeks a chain of newspapers all over conquered Germany. At this writing, in late Autumn, there are more than five million copies of these German-language papers of the American Army of Occupation sold. Since they carry no advertising, they must be expensive if they are to support themselves. But they do. The Germans, eager to get the news pay twenty pfennige a copy.

The job was done under the direction of Brigadier General Robert A. McClure, Chief of the Information Control Services of the U. S. Theatre Staff. Actually in charge of the newspaper work, however, was and still is Captain Hans Habe, who

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# Confidential: Direct From Dr. Goebbels!

By THE DIPLOMATIC CORRESPONDENT

Manchester Evening News

**D**URING the years when Europe was Hitler's closed fortress, British editors replaced their lost corps of foreign correspondents with a unique publication, *News Digest*. A daily translation of news and comment used by the Axis enemy, the *Digest* was British journalism's window into Occupied Europe.

Without knowing it, the British newspaper-reading public looked into Europe through this window. They looked through editors' eyes, for the *Digest* was confidential. But the cream of the jest lay in another circumstance which only now can be told. The *Digest* was authentic as well as confidential because the bulk of its contents came directly off the Nazis' own radio-operated news ticker. London "tapped" the German ether.

*News Digest* was a comprehensive extract, in English, from the entire press of enemy or enemy-occupied Europe. News items, military and political comments, condensed leading articles or feature articles were translated and headlined. For the rest they were untouched and left to explain themselves.

**I**N the first place *News Digest* was produced for the use of the BBC and other British and American propaganda and political warfare agencies. For them, of course, it was daily bread—the basis of all their planning and production, their strategic map of the enemy's day-to-day position in the battle of the minds.

As the war went on its benefits were also extended to the British press at large—with the result that some of the German military commentators, such as Sertorius or von Hammer, slipping from the German papers via the *News Digest* into columns of the British national Press, made quite a reputation.

The history of *News Digest* is, in miniature, almost a symbol of the history of the British war effort—fumbling and amateurish in its beginnings, slowing developing into something serious, helped on by a few extraordinary, ingenious brain waves, finally a model of streamlined perfection.

Those who knew the *News Digest* of 1943-45 would not have recognized its early numbers of clumsily stencilled sheets containing extracts from German national papers (rarely less than a week old).

The material from which the *Digest* was made up in those days was the German papers which came to Britain by way of Lisbon and Stockholm.

**T**HESE were the beginnings. Suddenly nearly all the European Press became enemy controlled and thereby material for *News Digest*. The organization grew. Many readers and translators were needed.

**T**HE British press has always covered Europe, just over the Channel, with far more detail than even our own press associations and corps of special correspondents. Except for a handful at neutral capitals, the last British correspondents had to scramble out of Europe at Dunkirk.

Yet throughout the war, the British press appeared to be amazingly well informed on what Axis and Axis-dominated newspapers were saying and thinking. Through editors' eyes, the British public was also well informed.

*News Digest* was the answer. And the most fascinating story of *News Digest* was in turn the use of one of Germany's own technical devices against them.

Now it can be told—and is, in this article, by the "Diplomatic Correspondent" of the Manchester Evening News. Like most British writers of foreign news, his title must remain his byline.

There was now a working executive, with proper liaison with Intelligence, and one of the many blessings of this new state of affairs was that political warfare—and with it the *News Digest*—got access to the European provincial papers, smuggled out.

For the first time the bulky files—still a week or a fortnight behind the times—became interesting. For the first time they conveyed a vivid and detailed background picture of conditions in Germany and Europe.

**B**UT there was still the problem of the time-lag. Things had been improved by phoning important articles across from Berne or Stockholm, but these were just palliatives. In 1942 the problem found a solution. This was the discovery of the German Hellschreiber service.

It had been known even before the war that the Germans used some kind of radio-operated tape-machines. The principle was that on the receiver the incoming waves were transformed, not into sound

but into print. It was known by the name of Hellschreiber.

One such machine had been left at Reuters in London and was faithfully taping out the European service of the German Official News Agency. This specimen was studied, the principle found, the invention reconstructed, and during 1942 Hellschreiber transformers were built in America and transported to Britain.

Political warfare officials began to pick up the various German official agency services and in doing so they made an important discovery. The Hellschreiber was, on a particular wave-length, ticking out the secret daily directives of the German Propaganda Ministry to the German press.

**A**PPARENTLY Goebbels, relying on the secrecy guaranteed by the German monopoly of this kind of transmission, had during the war greatly simplified and tightened his direction of the German press.

He no longer ruled through press conferences. He gave the press its daily directives by Hellschreiber complete to every detail.

The exact way to deal with certain current events, the "line" to take, certain slogans, sentences and whole paragraphs to use, as often as not complete leading articles for the next day—even which sentences in recent Hitler speeches to emphasize, and which to leave out—all this came daily at certain hours every day out of the Hellschreiber-tape, followed by so-called "raw material."

The latter was ideas, lines of comment, or selected facts which were put at the disposal of the various German newspapers for more individual use. These, without fail, could be found floating through all leading and feature articles for the next two or three weeks.

**T**HE discovery had amazing results. It was now possible, as often as not, to print the leading article of the next day's *Voelkischer Beobachter* in the *News Digest* in London at the same time it was printed in Berlin. It was possible to predict, accurately, the contents and the editorial policy of the German national press for days, even weeks in advance.

*News Digest* became topical and exciting. It provided propaganda services with all the means of countering Goebbels' maneuvers in advance. And as a by-product, it provided the British Press with a precise and up-to-date mirror of German and German-inspired comment.

**A**LL through 1943, 1944 and well into 1945 *News Digest* provided, with clockwork punctuality, a daily scientifically precise reflection of Goebbels's policy and of happenings in Europe, so far as they reached the columns of the European press.

It was the daily morning reading of all the political warfare departments. It soon became the daily morning reading of hundreds of foreign editors, for it was in these years that *News Digest* extended its circulation and accepted the applications of more and more "responsible journalists." In the end it printed some 1,500 copies daily; it had become a kind of press behind the press.

With peace it ceased publication and all that is left to us is to mourn the passing of a publication which was unique in kind and, of its kind, perfect.

THE QUILL for November-December, 1945



# How to Be An Editor In Italian

By KEN BERGLUND

**P**UBLISHING an army newspaper in an Italian print shop with workmen who do not understand English is a hilarious project, combining the best features of a Hollywood comedy routine and a course in sign language.

For several months at Leghorn, Italy, Macon Reed, former Washington reporter for Trans-Radio Press, and I led a struggling unit publication, *Flags and Wings*, through a succession of difficulties never described in any journalism text book.

We started from the ground floor, armed only with the commanding officer's vague instructions to "start up a newspaper." Reed, who speaks very good Italian, wheedled an owner of a print shop near Leghorn to take our work.

The enlisted men's club was persuaded to turn a share of its receipts to the new publication. And two signal corps privates who were allergic to garbage details and retreat formations were recruited to help the Italian printers.

**I**T was no pleasant sight that confronted us when we first stepped into the print shop. The two G.I.s were tediously setting each story by hand in ten point type. They warmed their fingers over small electric heaters, a necessity in the frigid shop. And after talking for fifteen



**G.I. EDITOR WITH ITALIAN BACKDROP**—S. Sgt. Ken Berglund during the days when he was editing a unit newspaper for a combined Signal Corps and Air Force unit near Leghorn, Italy.

minutes to one of the workmen in miserable Italian and hand language, I dis-

covered he was not only deaf but also dumb.

The first edition, a curious mosaic of both eight and ten point type (we ran out of the larger size) came out on schedule after a trying all-day session in the chilly print shop. Measuring only eight by nine and a half inches, it was honeycombed with reversed headlines and odd spelling.

A linotype, the staff unanimously agreed, was a prime necessity.

We turned to the Ciano newspaper plant in Leghorn which was in the hands of the Psychological Warfare Branch though they weren't using it because the PWB had other plants for printing their pamphlets. We browsed about the basement until we ran across a workman who steered us to an aged linotype operator.

Yes, he said, he'd be glad to set type for us although he had never set a line of English in his life. He really began to show enthusiasm when we mentioned that we'd bring him some food and we departed, confident our troubles were over.

**T**HERE followed a curious journalistic practice. The copy was set in the Ciano plant during the week and on Friday we bundled the galleys up in proof paper and drove by jeep several miles to the print shop where we had headlines set by hand, and made up.

This system had its drawbacks. When we ran short of type we had to fill in with handset items. The treacherous Italian

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**V**ERY few, if any, newspapers are published for a population of 300. But Ken Berglund and another reporter kept *Flags and Wings* printing and circulating when transfer of two-thirds of their radar unit reduced their potential subscribers to that number in Italy.

The two man staff had their troubles with Italian compositors who set English by guess work. They collided with censorship. And they rediscovered that even in a combat theater the old formula holds: People make news.

Ken was graduated from the University of Washington's school of journalism in 1941. As an undergraduate he was managing editor of the *Daily*, associate editor of the humorous magazine, *Columns*, and a member of Sigma Delta Chi. He managed a year's experience as reporter for the *Aberdeen (Wash.) Daily World* before Uncle Sam came along.

V-E Day found him near Verona in the Po Valley offensive. But the G.I. editor didn't get home to Minneapolis with his staff sergeant's stripes until he had had a final burst of military journalism.

"On the way home for discharge," he writes, "I was drafted for the ship's newspaper and spent the entire voyage perched on an apple box, punching out stencils on a beat-up portable and wishing I had some stencil correction fluid. We published 15 editions, some of which could be easily read."

# Publicist Also a Newsmen

[Concluded from Page 5]

In the trade paper and feature magazine field, conditions are much the same. The actual fulltime editorial staff of *Industrial Marketing* magazine consists of an editor and assistant and a limited number of correspondents. The Fourth Estate's own paper, *Editor and Publisher*, uses approximately a dozen fulltime editorial employees to report the activities of the nation's 1,700 dailies, press associations and syndicates, aided of course by numerous space correspondents.

In every case, it is obvious that the necessarily limited editorial staffs cannot possibly cover everything—and when they receive news material from outside sources which they can use, it is welcome. And it is publicity, be it written by an organized publicity department or not. The great majority of those for whom we publicists work cannot expect regular coverage. Even those who can expect it often insure better coverage by employing publicists.

**T**HIS, then, is the starting point and basis of publicity—providing proper coverage of our clients' activities, coverage which they probably would otherwise not receive. After we've found news of interest and written it, we release it to the proper editors (which in itself presents a large technical publicity problem) and let nature take its course.

If we are competent newsmen, the copy we provided will be of interest to the editors, and it will be printed. If not, nothing can save our copy from the spike or the wastebasket. Therefore we must be newsmen—and good ones.

The news which we provide is often that which publications could not or would not afford to dig out by their own efforts. I can think of no examples more pertinent than many of the scientific stories handled by the news bureau of the Illinois Institute of Technology and its Armour Research Foundation and Institute of Gas Technology. It wasn't uncommon to spend days, even weeks, to turn out a story that merited only a few paragraphs in the Chicago press. Imagine what a hard-boiled editor would have to say about such a limited output were he paying our salary!

But to those who wish their story told to the public, it is a worthwhile expenditure to have their activities studied until the various aspects which will make them pertinent news copy are discovered, then presented in proper news form. (This last alone could provide material for another article, for having been an editor on the receiving end of publicity copy, I know only too well that much of it looks as if many publicists do not even know the simplest rules of preparing news copy—so how can they be expected to know news?).

**P**UBLICISTS are in a position somewhat parallel to that of newspaper "stringers." Like stringers, we cover a specific area. Like stringers, we dig out all the news possible from that area. Like stringers, the space accorded us depends entirely on our ability to provide editors with copy which they will wish to print.

We should remember, however, that mere space is not final proof of a publicity

job well done. For example, all a college publicity director need do is to furnish many editors with pictures of beautiful coeds, preferably with dresses a conventional distance above the knees, and he will get plenty of space. "Cheesecake" is always a space grabber, but what will it achieve toward telling the real story of a college?

Yet when the students of Illinois Tech staged a "kissing auction" to raise funds for the Mile of Dimes a few years ago, I felt obliged to notify the Chicago press. Illinois Tech was not anxious for publicity of this type—worse, I knew my colleagues would accuse me of arranging a cheap stunt—but as a newsmen, I knew the press would like such a story. The "kissing auction" was on, no matter what I did, so I gave the story to the press (and it was played heavily).

Why did I give out the story? Because it follows logically that if our position is similar to that of the stringer—if publicity is based on a news concept—our first obligation, like his, is to our editors and second to our employers or clients.

**A**LTHOUGH in a lighter vein, the kissing auction story does indicate the practice of full disclosure, an important tenet in the code of the good publicity man. Like a stringer, it is his duty to furnish all possible news from his "beat." By thus working first for the media to which he furnishes news and second for his employer or client, the publicist best serves the long-term interest of the latter.

Besides practicing a policy of full disclosure, a publicist who wishes to earn the confidence of the editors he serves must be just as careful not to become a barrier between his employer and the press. Rather, as a newsmen, he should seek to educate his principals so that they know how to receive and co-operate directly with the press.

When possible, he should help editors, reporters and photographers in every way possible—by arranging interviews when desired, furnishing additional or background information for such appointment, acting as a "clearing house" for all needed data. His motive in such liaison work should be one of service, and his news consciousness should enable him to act as an aid rather than a hurdle to an editor's free access to all desired information.

**T**HERE is a fundamental difference between the space freelance and the publicist. The latter writes not for any one or any specific group of publications but for as many as possible, those who have a natural interest in the affairs of the publicist's employer or client and those who may assume that they have no interest in his employer or client but who can be made to have an interest by the publicist's presentation of material which from their point of view is newsworthy.

Therein lies one of the important problems of publicity technique—selection of media for releases. This is perhaps as difficult as it is important. It is a simple matter to take a newspaper directory or a trade paper registry, write out an addressograph plate for all media listed, and send releases blindly. Some publicists do

operate in that matter. And they occasionally receive clippings from a few widely-scattered media.

But far more often, their releases end needless journeys in editors' wastebaskets. Having received material which is of no interest to him, the editor will soon form the habit of noting the name on the envelope and tossing the material, unopened, into his wastebasket. Well do I know, for as an editor, I used this method to dispose of more than half of the all-too-huge stacks of publicity material I received.

Blanket mailings of releases not only damage the reputation of the publicists who offend in this matter; they turn editors against all publicity. So many pointless publicity mailings—the senders of which fail to qualify as newsmen—still deluge editorial desks that it makes the daily stacks seem almost insurmountable. To do his job competently enough to earn the title of newsmen, the publicist needs to adopt what I like to call the staff correspondent attitude, confining his releases to editors whom he knows are reasonably certain to be interested.

**T**HAT this is not always done is evidenced in a study which I made of two months of publicity copy mailed to *Industrial Marketing*. The editor, instead of throwing away the releases which he could not use, gave them to me for study. A surprisingly large proportion of these releases were announcements of new products, and yet this particular magazine never carries such announcements.

If the senders of these releases had just looked at one issue of *Industrial Marketing*, instead of noting its name in some directory of publications and assuming thereby that here must be a magazine that would be interested in new products, they need not have sinned.

When I resigned as editor of a daily newspaper I coined a phrase—"Your staff correspondent at Midland College." I aimed to furnish editors with news of Midland College activities just as if they had appointed me as their correspondent at Midland College and to serve as many as possible in this manner.

Through strict adherence to this philosophy ever since, I am enabled to make the one boast in which I ever indulge regarding my publicity work: "I have never asked a newspaper to print a story, and I have never asked a newspaper not to print a story." I am proud of that record not in the sense of having accomplished anything unique but because, along with the many other publicists who can make the same boast, I know it helps put our business on a news basis.

In doing a job as "staff correspondents"—reporters in the employ of news sources—we publicists of today have the opportunity to prove that we are newsmen, too!

Lt. R. F. Karolevitz (South Dakota State '44) has been stationed in Manila.

Carl Hamilton (Iowa '35) is assistant administrator for the Rural Electrification Administration, in charge of information. He spends much of his time at St. Louis headquarters of the REA but maintains his home in Washington, D.C.

Robert S. Matthews, Jr., (Florida '35), whose newspaper experience included Florida, North Carolina and Virginia, is now contact representative in Wilmington, N. C., for the Veterans Administration.



## Looking for Hobby? Save Newspapers

**D**URING the war years most people saved newspapers for the salvage drive but for years now, Cpl. Donald L. Hopkins of Fort Jackson, S. C., has collected papers purely as a hobby. His collection, now numbering well over 4,000 in 27 languages, has attracted wide attention and features on it have been carried by the press associations and *Yank*, the Army weekly.

The collection started like most hobbies, with no intention of it ever becoming a hobby. While studying journalism at Boston University, an assignment demanded each student procure a few country weeklies in order to compare them with large dailies. As this original few grew into a pile, Hopkins became a serious newspaper collector.

Every type of newspaper finds its way into this maze of seeming scrap paper. Dailies, weeklies, political, religious, trade and service papers make up this curious collection. Only the front page is saved. Otherwise the bulk would demand a warehouse.

When 500 papers are accumulated they are bound into a volume and cross-indexed so any individual paper can be found immediately. Several deans of schools of journalism have taken an active interest in this hobby and press associations have cooperated by sending papers.

**N**EARLY every country in the world is represented. The Russian *Red Star* and *Pravda* are here. The Vatican City's paper, a paper from Malta (once the most bombed spot on earth), and a paper printed on tissue paper from Frankfurt, Germany (printed while the war was going in the Axis' favor) are interesting sheets.

Papers from foreign lands have been coming in from many sources but mostly from friends in the service who have gone overseas. He has every daily paper published in Alaska.

Most people ask for the *News* or *Journal* or *Times* when they want their local paper but many papers have taken on names that differ greatly from the average. Have you heard of the *Pink Rag*, *Town Talk*, *Truth*, *Telephone*, *Unterrified Democrat*, *Midway Driller*, *Casket* or *Camera*? These are just a few of the oddly named news sheets that are published in this country.

**H**OPKINS doesn't go in for old papers the way one of his correspondents does. (Don Burnett of Providence, R. I., claims to own the largest collection of 18th century American newspapers) but he has a few that date back well over 100 years. The oldest is a Worcester, Mass., paper printed January 5, 1792. He has several Vol. 1 No. 1 issues but the one he values the most is the Boston Transcript dated July 24, 1830.

The war has produced headlines that will live forever and he has got most of them through another of his correspond-

THE QUILL for November-December, 1945



**LATIN-AMERICAN JOURNALISTS IN U. S.**—Three South American newspapermen are taking special work in the school of journalism at the University of Minnesota under the sponsorship of the Office of Inter-American Affairs. Left to right—Guillermo Ramirez Arguelles, *El Tiempo*, Bogota, Colombia; Antonio Olivas, *La Cronica*, Lima, Peru, and Ramon Cortez Ponce, *La Union*, Valparaiso, Chile.

**T**HREE Latin-American newspapermen have begun work as advanced students in the University of Minnesota school of journalism under the auspices of the Office of Inter-American Affairs, State Department.

The journalists, from Chile, Colombia and Peru, are the second group to come to the University. Four newspapermen from Mexico, Cuba, Paraguay and Brazil attended the fall and winter terms similarly during the past year.

The trio includes Ramon Cortez Ponce, political reporter for *La Union*, Valparaiso, Chile, and for the *United Press* in Chile; Guillermo Ramirez Arguelles, news commentator and reporter for *El Tiempo*, Bogota, Colombia; and Antonio Olivas, staff member for the Office of Inter-Ameri-

can Affairs in Lima, Peru, and press attache for the Peruvian government.

Mr. Cortez studied law at Catholic University and the University of Chile before joining the staff of *La Union* and becoming its city editor. Since 1940 he has written a widely-read political column from the capital at Santiago.

Mr. Ramirez graduated from Colegio de San Bartolome in Bogota and studied law at the National University, and is regarded as one of Colombia's best translators, script writers and newspapermen.

The men will attend regular university classes, as well as a special seminar in international news communications problems, public opinion and foreign press work.

ents, Major Francis E. Lutz, who until he went overseas was public relations officer at Fort Meade, Md. Remember when the Hindenburg caught fire, when the Lindbergh baby was kidnaped, or when World War I ended? The eye witness accounts of these are to be found in one of these volumes.

Oddities include the *Yellowknife Blade* which is the only paper published in a million square miles up in the Yukon. Hopkins also has a mimeographed paper with a regular circulation that is typed with toes by an armless girl.

**A**S Hopkins has been in the army he has naturally been extremely interested in building up his service paper section and he has had a lot of help. Servicemen he never heard of send him camp and unit papers from all over the world. Extremes are the *Kodiak Bear*

from Alaska and the *CBI Round-Up* from India.

Very few persons in the country pursue this hobby so these few constantly help each other by swapping. Claude Braudrick, of Ponca City, Okla., who claims to be America's No. 1 collector of nameplates, Robert Base, of Baltimore, Md., Kenneth Rinker of Sorento, Ill., Earl Flesch of Louisville, Ky., and Kenneth M. Smith of Fostoria, Ohio, are members of this exclusive little group.

The 1946 Georgia Press Institute will be held at the Henry W. Grady School of Journalism of the state university at Athens Feb. 23. Jack Tarver (Georgia Professional '44), associate editor of the *Atlanta Constitution*, is chairman of an arrangements committee that includes Albert S. Hardy (Georgia Professional '39) of the *Commerce News*.

# Journalism School Overseas



**TEACH JOURNALISM IN UNIFORM**—Four instructors huddle with a soldier student at the Army's first overseas university at Shrivenham, England. Left to right—Dean Kenneth E. Olson, chief of the journalism section; Prof. Richard Eide, Prof. William A. Sumner, Prof. Fred L. Kildow and Sgt. Ray Pirelli of Milwaukee.

By KENNETH E. OLSON

**S**HRIVENHAM, England — America's first overseas school of journalism has "graduated" one class and has a second well under way as this is written. A good proportion of the soldier students are newspapermen of some experience in civilian life. The others range from high school graduates to men whose college courses were interrupted by the war.

When the 238 men in the first class completed their eight weeks' term late in September and shipped back to their units, I thought there would never be another student group like them. But the second bunch proved just as good. They have shown keen intelligence in the theory of the profession and great energy in its practice which included founding and publishing of their own laboratory newspaper.

Our first "school" of 238 men were part of a total enrollment of 3,600 at Shrivenham American University, first of the Army's overseas colleges. It opened its classrooms in this former British officer training center August 1.

Shrivenham's curriculum ranged from fine arts to agriculture. Its students came from every European front, with battle-starred ribbons and citations on their blouses. While many of them were high point men slated for home and early return to civilian jobs or schooling, a num-

ber were earmarked for publications jobs in Germany.

**A**TENDANCE at the second term climbed to 4,200 although the journalism enrollment was slightly smaller. This was because the second group were younger, lower-point men, less likely to have had actual newspaper experience or to have reached the upper class level in college where most professional journalism teaching starts.

Shrivenham is expected to close at the end of this term as a result of understandable pressure to wind things up over here and get the boys home as quickly as possible. Plans are being made to move to Germany and set up a university there for the Army of Occupation.

The overseas universities were established to enable soldiers to pick up interrupted educations while waiting return home. The Army learned in 1919 that the morale of fighting men goes sour when they sit and wait. World War I veterans who could handle the language were allowed to attend French universities and a comparative handful had some time at Oxford and Cambridge.

This time there were millions more overseas and the job of re-deployment was much greater. A much more extensive educational program was necessary for between 1942 and 1945 millions of

American boys had been drafted from their classrooms.

**I**N the summer of 1944 when Patton's army was sweeping across France and everyone was predicting that the European phase of the war would be over by Christmas, an Information and Education Division of the Army was set up in Paris.

Plans were drafted for an elaborate educational program starting with Command schools in regimental units in the field, progressing through trade and technical schools, on-the-job training programs in European industries and culminating in a full-scale university program to be transplanted from the United States to the European theatre.

But the Battle of the Bulge put these plans on the shelf for months. It was not till late in April, 1945, when it became apparent that a German collapse was imminent, that the 1944 plans were dusted off and orders to implement them were hastily given top-priority.

Brigadier General Paul W. Thompson, a man with a fine combat record who had worked his way through the University of Nebraska school of journalism as a linotype operator, was drafted to head the program.

Brig. General Claude M. Thiele, Ack-Ack officer for the theater, was called to head one university and Brig. General Samuel McCroskey who had commanded an anti-aircraft artillery brigade in the

**E**ARLY last summer genial Kenneth E. Olson, dean of the Army's big Medill School of Journalism, he had been a stalwart of Sigma Delta Chi. Quill traced him to Shrivenham and other mention. This is his story, written before his

The dean was in American Army uniform. He was also doing the job of his life as head of the journalism section of the "assimilated" rank of colonel because the rank was given primarily for enemy.

Between administration and classes and Stationer for "a license to print and publish" to speak for Anglo-American relations and Oxford conferred degrees on Eisenhower and other notables. Oxford, of course, conferred

"At the reception afterwards Ike was in a old shoe—and very easy to meet. I was in College, and he wanted to meet Gen. Eisenhower. I just busted into the group. Ike said:

"I never had more fun in my life but I'm in a lish translation or I never would have known

Ken studied his Latin at Northland College of Wisconsin where he was initiated by he served overseas as a first lieutenant in Wisconsin. He covered ten years in Ashland, Wis., where he was managing editor of the newspaper and advertising research at before becoming dean of Medill in 1937.





**G. I. COPYDESK ON LABORATORY NEWSPAPER**—Eight soldier students edit news for the Shrivenham Post, founded by Americans in a former British army barracks as part of the journalism section of the Army university. Around the rim, left to right—T/5 Harold W. Adams, Pfc. Kenneth R. Black, Pvt. Wilbur Doctor, Pfc. Bart Kinch, T/5 William R. Vail, T/5 John J. McMahon and Pfc. Terry O'Toole. In the slot—Pvt. Jerome Wiemokly and Prof. Kildow.

...neth E. Olson, dean of Northwestern University, disappeared from Chicago, where ... Delta Chi's Headline Club. This fall The ... and other English addresses too numerous to ... before his recent return home.

...my uniform and was having the time of his ... of his life—giving G.I. newspapermen a re- ... nents to prospective cub reporters in uniform ... of the first Army overseas university. He ... colonel but insisted it didn't mean anything ... narily for use when he was captured by the

...classes and negotiations with His Majesty's ... and publish" Ken has been sent around England ... elations and to represent Shrivenham when ... enhower and other American and British mil- ... confers degrees in Latin. Ken writes:

...he was in grand humor—he's common as an ... t. I was with Sir David Ross, provost of Oriol ... Gen. Eisenhower. So being a brash American ... said:

...life but I'm damn glad they gave me an Eng- ... have known what they were saying."

...and College and his journalism at the Univer- ... nited by Sigma Delta Chi. Between degrees ... enant in World War I. His working newspaper ... land, Wis., Duluth, Milwaukee and Madison, ... ditor of the Capitol-Times. He taught and did ... earch at Minnesota, Wisconsin and Rutgers ... n 1937.

Ninth Army was summoned to head the second.

Shrivenham Barracks, built by the British as a second Sandhurst, was selected as the site of the first university. Located on the eastern edge of the Berkshire Downs some 70 miles west of London this fine army post with a layout of brick buildings of which many a college back home would be proud, lent itself ideally to the requirements of a university program.

**M**EANWHILE back in the states a small group of men from American universities had been called to Washington early in May to recruit the faculties for these two universities. They were told to plan course programs, order textbooks, laboratory and teaching materials for the two universities. I was among them and was given responsibility for the social sciences and journalism.

When by the middle of June it became apparent that Washington and Paris plans were not meshing, I was flown to Paris to help coordinate the two programs. Normally it takes years to build a university but in three months two complete American universities had been mobilized and transported overseas. Shrivenham had on its faculty top men from 140 American colleges and universities.

Surveys among combat troops on every front had indicated there would be a considerable demand for journalism, hence it was made one of eight sections which included, commerce, liberal arts, science, engineering, agriculture, education, journalism and fine arts.

To provide the journalism section a

practical laboratory the Shrivenham Post, an eight page printed newspaper, was established. Back of the first issue lay weeks of negotiation with His Majesty's Stationer and the British Ministry of Supply before a "license to print and publish" could be obtained. Newsprint "liberated" in Germany was moved in by plane and ship.

A modern newspaper plant with rotary presses, and a good engraving plant was discovered in Swindon, nine miles from the post, where the Swindon Advertiser, a provincial daily of 18,000 circulation, was published. Arrangements were made to take over this plant at 4 o'clock in the afternoon after the local paper had run off its last edition. Wire service was secured from Paris via London.

**C**LASSES were organized into five sections to provide a separate staff for each of five days of the week. Major Roy Taylor (Illinois '38), graduate of the University of Illinois school of journalism, former Illinois newspaper man and aide to Col. Arthur Goodfriend, head of the Stars and Stripes organization, was requisitioned to act as managing editor and to correlate the work of all laboratory sections.

First Lieut. John T. McNutt (Missouri '37), formerly of the Louisville Courier-Journal, was brought in to act as city editor. Capt. Albert Pickerell, formerly of the Washington Post, was made head of the copydesk; Capt. Charles V. Kappan, former Arizona newspaper man, was made feature editor; Pfc. Arthur T. Kent, formerly of the sports staff of the New

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# J-School Overseas

[Concluded from page 13]

York Herald Tribune, was placed in charge of the sports desk.

To teach the formal courses and supervise the laboratories there we have experienced journalism teachers and newspapermen. Prof. Clifford Weigle (Stanford '29), of Stanford University handles Reporting and History of Journalism, and Prof. Fred L. Kildow (Wisconsin '23) of the University of Minnesota, teaches News Editing. Prof. W. A. Sumner (Kansas State Professional '15) of the University of Wisconsin, is in charge of the course in feature writing and "Introduction to Journalism."

Prof. John H. Casey of the University of Oklahoma teaches a parallel "Introduction to Advertising," newspaper advertising and newspaper management, assisted by Major George H. Bechtel, former Wisconsin and Oregon newspaper man. Prof. Richard B. Eide (Kansas Professional '39) of the University of Iowa takes care of editorial writing and law of the press. I teach editorial administration and act as publisher of the newspaper.

Practically all courses are tied in with the production of the newspaper. Even the cubs in the beginning "Introduction to Journalism" have been organized into a system of company reporters to cover the personal news of the student battalions.

FULLY half of the men enrolled in the journalism section have been former newspaper men with from two to fifteen years' experience all over the country. They look upon this program as an opportunity for a refresher course to help

them fit more quickly into the newspaper jobs to which they will return shortly.

In grade they range from buck privates to lieutenant colonels. One of the latter is a former Wisconsin daily newspaper publisher who claims he learned more in an eight weeks concentrated course, that will be helpful to him in the management of his newspaper, than he has learned in years of newspapering.

The other half of the journalism student body has been made up of younger men, who had in most cases only graduated from high school, but who want to go into journalism. While they have been persuaded to start work on the liberal arts courses they will need as background for their journalism, the two special introductory courses to journalism and advertising were set up for their benefit. Many of these boys will go back to work on army publications in the Army of Occupation.

FOR the civilian staff this has been a most stimulating teaching experience for these GI's represent the best classes they have ever had. These men have lived a lot in the last two years. They are serious and mature; they know what they want and they throw themselves into their work with an enthusiasm which few civilian students back home ever do.

They go at it hammer-and-tongs the minute a class starts, they never want to quit when class is over and teacher and students go arguing up the company street when they have to get out to make room for the next class. The city room is kept open all day and until 10:30 every

evening—even on Sundays every typewriter is hammering away.

These GI's are proud of their newspaper and they take great delight in stacking it up against the London papers which come to the post. V-J night was a great thrill to the men who were on duty. Wire trouble had them stymied for hours but they finally overhauled to Paris and London, built a good story and went to press with a first edition at 11:30.

That had hardly been delivered to the post than the big story of the Japanese surrender started breaking. English compositors, stereotypers and pressmen were called back out of bed. Again there was wire trouble but by overhauling to Paris and London and having bulletins read over long distance the boys built their own story and went to press with a final edition at 4:00 a. m.

They were very cocky next day when they discovered that they had provided their readers with a better coverage of the big story than had any regular London paper which reached their post.

WORKING with British printers has been interesting. It was almost necessary to teach British linotype operators how to spell "American." Even now heads come up too long because the English operators insist on putting an extra "u" in "labor" or adding "me" to "program." But the Americans have made buddies of the English printers who are really excellent craftsmen and they get along well together.

One evidence of the success of the course is the fact that 80 per cent of the men in the first group applied to their units for permission to stay for a second term, but redeployment schedules had to be met and so many more on the continent were clamoring for a chance to attend the second term that few were given the desired permission.

## Thanks and Beg Pardon

"DON'T Stop Now," writes Sgt. Charles J. Francis (Missouri '43) after receiving his last issue of *The Quill* at headquarters of the Seventh Army. "I've been reading 'our' publication ever since graduation from the Missouri school of journalism and call to active duty. You send it home and my folks will send it wherever I am."

"I believe this (the September-October issue) is one of the best you have put out, and to any public relations man, Russ Hammargren's 'PRO Has Good Laugh' hits home. The story of typical Army snafus carries a sort of universality that can best be appreciated by us also engaged in PRO work."

"The *Quill* has, for me at least, deepest thanks for keeping me in touch. . . . It has followed me through two years as a photographer for the Air Force, and I took several back copies with me on a flight to South America, Africa and India. It followed me through training when I was transferred to the infantry, and overseas. My buddies have grappled with me over who was to read MY *Quill* first."

RUSS HAMMARGREN'S witty piece fared less well in other quarters. But let Russ make his own answer: "Arthur L. Coleman of the San Antonio

*Evening News* points out that I wrote in the last issue of *The Quill*: "Then as a climax he aimed the rifle, which is semi-automatic and fires eight times with each pull of the trigger." He adds with a professional air which I envy, "Newspapermen should get these things straight."

"What he means is that I shouldn't write about the Garand rifle. Lord, after 13 weeks of instruction at the Infantry School in weapons I paid a private a dollar to clean my Garand, because I knew if I so much as got the thing apart I'd never get it together again."

"What I could have said is that one inserts a clip which contains eight (or is it 10 or 12?) rounds. Why a long cylindrical cartridge is called a round is beside the point. Then the gun will fire eight times just as fast as a man can squeeze the trigger eight times."

"That, I think, is a correct explanation, but as I read it over I rather like my original sentence. It may not be correct, but it is shorter and a lot less technical."

ANOTHER Sigma Delta Chi who had missed quite a few issues of *The Quill* writes from Manila to complete his file from October, 1941, and to make sure his name goes back on the subscription list. He is Francisco G. Tonogbanua (Wisconsin '30), now dean of the

college of liberal arts of the Centro Escolar University, one of the few reopened since the liberation, and editor of its magazine, *The Scholar*.

He has had three years of what might be mildly described as Jap trouble. He was taken up twice by Japanese police for questioning. In April, 1942, they were annoyed with him about a piece he had written in 1928. In December, 1944, they accused him of guerrilla activity and later searched his home three times.

"They found nothing," he explains. Hence the letter.

T. Arthur L. Schoeni (Oregon '30) was first to let us know that the man pictured with Palmer Hoyt in the last issue is Rear Admiral Harold B. Miller, Navy flier, author and director of public information. We had blithely dismissed the picture as Palmer Hoyt and a "Naval officer." Lt. Schoeni, writing Nov. 1, won the honor of heading a line that formed to the right of a very red editorial face.

The picture was "blown up" from a tiny snapshot that came at the last moment and was rushed through. There was little or nothing to distinguish rank. We did know Palmer and we knew he had been out there on a naval mission. We should have known "Min" Miller. Our only consolation—a slim one—is that he wasn't yet the Navy's youngest rear admiral.

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# In Italian

[Concluded from page 9]

power frequently failed and we were once caught flat with no electricity, and the makeup three-fourths completed and the corrections still being set in Leghorn.

Our relations with the printers, however, were on a high plane. On makeup days, we arrived laden with loaves of bread, a couple of cans of Spam and our PX ration of cigarettes and candy. This worked wonders.

A few pieces of candy would get us at least two tricky headlines. And we once had the entire front page revamped at a cost of two packages of cigarettes and a cheap cigar.

**W**E enlarged our paper to a four column tabloid size and went to grips with a major problem: Getting *Flags and Wings* out within a decent interval after the type was in place. The printers, no newspapermen, considered the pages as low-priority advertising forms. They set the pages aside and slid more lucrative bits of business on the presses while *Flags and Wings* gathered dust on the shelf.

Fortunately, we held an ace against the print shop owner which kept things from getting too far out of hand. The owner was diabetic and needed insulin which only we were able to get for him.

We had bad weeks, though, despite insulin. One issue was set up on Friday, held up for other press work on Saturday, delayed by power failure on Monday and finally was distributed on Tuesday—three days late.

After several issues, the print shop ran out of paper and we arranged for all work to be done at the Ciano plant which was much more satisfactory. The plant is one of the most modern in Italy with Swiss presses capable of color work, its own ink shop, a dozen or more linotypes, a good selection of type fonts, and a most welcome heating system.

Our typographical troubles slackened when we moved. The linotype operator, although erratic, was improving in his setting of English. Another old Italian worker, a first rate man at makeup, was added to the mechanical staff. Composition proceeded smoothly. Many an edition was set up, however, with only half a dozen words of broken conversation between us. We used the point-at-it and spell-it-out systems.

**B**UT as our mechanical troubles eased new professional ones developed. We found ourselves embroiled in a stiff tangle of army censorship that threatened to fold up *Flags and Wings* before it was well started.

Army publications must be submitted to higher headquarters after each issue. This regulation makes unit newspapers influential all out of proportion to their size since colonels and generals scan them eagerly to note any irregularities.

A couple of sarcastic editorials, a few ill-advised headlines and a letter nearly scuttled the newspaper. A frustrated private took advantage of our letter column to deliver some pointed observations on the system of army ratings. The captain who acted as our censor, a fair and open minded man, let it go through without question. But a few days later, a colonel



**BEST UNIT NEWS ORGAN**—Ken Berglund's *Flags and Wings*, named for the insignia of Signal Corps and Air Corps, was awarded this plaque by the Twelfth Air Force.

arrived from higher headquarters to investigate the flippant attitude of *Flags and Wings*.

Stormy sessions followed. Reed, who had written the editorials, resigned in protest and the rest of the staff were ready to give up the trouble-ridden publication as a bad job.

A gentleman's agreement was patched up with the commanding officer, though, and *Flags and Wings* continued to come out more or less on schedule.

**T**HE newspaper nearly foundered again when the radar battalion associated with our fighter control squadron was ordered to France. In one fell swoop we lost two-thirds of our news sources, our censor, the dilapidated weapons carrier that transported our copy and a friendly mess sergeant who gave us food for the printers.

The shrunken enlisted men's club decided to keep on sponsoring *Flags and Wings*, however, and we managed to get out a paper each week although we frequently had to hitch-hike our way to the printers.

The material in *Flags and Wings*, as in most unit newspapers, dealt heavily with trivial items about the squadron. For instance, we followed closely the struggles of a private trying to marry an Italian girl. Each week we recorded his progress against army red tape and in our final edition triumphantly covered his wedding in Naples.

**M**OST peculiar typographical errors crept into print. We winced when we found the Italian had misspelled a Russian name three times in one story but duly mentioned the item in the next edition. And when he set one section of the squadron as "massage center" we laughed heartily and remembered to use it later.

We had an engraving connection at the city of Florence and were able to use two or three cuts in each edition. We put out a call for pictures of good-looking

girls for a beauty contest and were promptly swamped with photos of wives, sweethearts and sisters. In a hectic conference one evening the staff picked three winners and forever lost caste with the squadron.

No one agreed with the selections except the master sergeant whose wife won first place.

**A**LTHOUGH it was an effort, we published fourteen editions without using canned copy or art provided by army newspaper services. When the radar battalion left for France, we printed almost 6000 words a week on a squadron of less than 300 men.

One of our greatest problems was getting enough money to keep *Flags and Wings* alive. It took twenty-five dollars a week, which went to the printers and engravers.

The newspaper ceased publication last March when the squadron was reorganized and sent to a staging area near Pisa just before the Po Valley offensive. Later the newspaper was awarded a plaque by the Twelfth Air Force for being the best unit news organ in the command.

The staff derived a fuller satisfaction, however, from the many requests for back issues which it received. Many of the GI's in the squadron collected them as good souvenirs of their overseas days in sunny Italy.

John Canning (Grinnell '31), former *Associated Press* and Iowa newspaper and radio man, has been named press representative of the Standard Oil Company of Indiana. John, who has been in the public relations department of the oil corporation for 10 years, is a vice-president of the Chicago Public Relations Clinic and a member of the Chicago Headline Club.

Irwin Harris (Oregon State '42), has resigned from the staff of the Salem (Ore.) *Statesman* to become athletic news director of Oregon State College at Corvallis.

## Press Memorial For Dean Stone

THE annual scholarship awarded an outstanding senior at the Montana State University school of journalism by the State Press Association has been designated the Dean Stone Scholarship. Founder of the school and its dean for 30 years, Arthur L. Stone died last March 19 at the age of 79. (THE QUILL, March-April.)

Noted as a pioneer in professional journalistic education, Dean Stone gained nationwide attention when he taught his first classes in tents borrowed from the Army. He continued to teach in a barracks built for the Student Army Training Corps in 1918 and lived to see his beloved school housed in its own \$200,000 building.

Dean Stone was an early member of Sigma Delta Chi (Montana Professional '15) and the father of four sons who were members of the fraternity.

## Radio Adviser Speaks

LEONARD REINSCH (Georgia Professional '44), radio adviser to President Truman, spoke to the University of Georgia student body in November on the President's use of radio and the place of radio in American life. An alumnus of Northwestern University, Mr. Reinsch started his radio career in Chicago and now directs James M. Cox's stations. He was called to the White House when Mr. Truman succeeded to the office, accompanied him to Potsdam and has since advised him in the preparation and delivery of radio addresses.

## WHO-WHAT-WHERE

G. Marvin Shutt (Illinois '39) is head of the department of journalism at the University of North Dakota, Grand Forks, N. D.

W. Gifford Hoag (Cornell '31), is now principal editor in charge of the liaison office of the information and extension division of the Farm Credit Administration, in Washington, D. C. His work includes editing a monthly magazine, *News for Farmer Cooperatives*.

Charles W. Hardy, (Montana Professional '31) superintendent of the university press at Montana State University, has returned to duty following a year's leave of absence. Hardy, who has been with the university 1 years, also teaches typography.

William Smiley (Ohio University Professional '32), has left newspaper work to become publicity director for the Ohio Gas Co.

L. Francis Stilley (Oklahoma '42), has been transferred from the Oklahoma City to the New York bureau of the *Associated Press*. He was formerly managing editor of the *Shawnee (Okla.) News Star*.

Walter A. Steigleman (Wisconsin Professional '42), former Pennsylvania newspaperman and for the past two years senior news analyst of the Office of Inter-American Affairs in Washington, has been appointed associate professor of journalism at Indiana University.



Palmer Hoyt, Jr.

PALMER HOYT, JR. (Oregon '43), son of the chairman of the fraternity's Executive Council, is showing up on telegraph desks these days as a byline on United Press dispatches from China. The young UP man was recently featured in a four page picture spread in *Life Magazine* whose photographer followed him around a day's exploration of Chungking with Miss Barbara Stephens of Arlington, Va.

Palmer left the University of Oregon to enlist in the Air Force. Defective eyesight forced him out of the service seven months later but he made the war just the same—as a member of an OWI Psychological Warfare team in the China-India-Burma theater (where a very promising piece for THE QUILL fouled on censorship). He later joined the Far East staff of the UP.

Lt. Col. Miller Holland (Stanford Professional '36), formerly Pacific division news editor for the *United Press*, has returned to the 9th Army following a 30-day leave in California.

Gilbert Gardner (Washington and Lee '40), formerly publicity manager of the Illinois State Chamber of Commerce, Chicago, and prior to that on the editorial staff of the *Washington (D.C.) News*, is a reporter for the *Chicago Herald-American*.

Arville Schaleben (Minnesota '28), city editor of the *Milwaukee Journal*, went to Alaska to do a series of articles on conditions in the Matanuska Colony. He covered establishment of the colony for the *Journal* 10 years ago.

James Russell Wiggins (Minnesota Professional '39), editor of the *St. Paul Dispatch and Pioneer Press*, has been named visiting lecturer in journalism at Macalester College. Wiggins, formerly a Washington correspondent for the *St. Paul newspapers*, was a major in the Air Force intelligence in North Africa and Italy.

## Poet of Bataan Home at Last

A SIGMA DELTA CHI who has returned from the wars to his home in Jonesboro, Arkansas, writes to straighten out his subscription. He is concerned with getting back numbers since the last issue was mailed to him in February, 1942. He particularly wanted one back issue.

The soldier is Major Calvin E. Chunn (Northwestern '38). He had missed three years of THE QUILL because he was a Japanese prisoner of war for three years and three months. The back number he particularly wanted—September-October 1944—carried his poem, "The Prisoners of Bataan," written before Bataan fell and printed long afterwards by an almost incredible series of accidents.

Major Chunn mailed the poem to his parents in Arkansas by way of a submarine which was leaving beleaguered Bataan. It was transferred to a freighter. The freighter was sunk but a mail bag floated. A destroyer picked it up and eventually the letter and the manuscript reached Jonesboro and the late Ralph Peters, editor of THE QUILL.

Major Chunn received his master's degree in journalism at the Medill School of Journalism in 1939. A year later he was called to duty as a reserve first lieutenant and served with the Philippine Scouts. Before entering active service he was on the faculty of the University of Tulsa.

## SERVING UNCLE SAM

Pfc. Earl L. Miller (Butler '44), former sports editor of the *Michigan City (Ind.) News-Dispatch*, has been assigned since V-J Day to the public relations section of the Ringmaster P-38 quadron of the 13th Fighter Command in the Pacific theater. He went overseas last June.

Leslie B. Canterbury (Illinois '42) wrote from his anti-aircraft post on Kwajalein in October to take out a life membership in Sigma Delta Chi and describe an outdoor G.I. movie theater built as a memorial to Raymond Clapper (Kansas '17), columnist and war correspondent who was killed off the island. Canterbury expected soon to be homeward bound for O'Fallon, Ill.

Capt. Woodrow P. Wentzy (South Dakota State '38) has been transferred to New York as production chief of the United States edition of the *Air Force Magazine*. During two years overseas, he handled a similar job for the Far East edition of the magazine in the Philippines. Before entering the service in 1941, he was an assistant in journalism at the University of Oklahoma.

Lt. Frank B. Gilbreth (Michigan '33), formerly on the staff of the *New York Herald Tribune*, the *Charleston (S. C.) News and Courier* and the *Associated Press* in Raleigh, N. C., was decorated with the Bronze Star at Norfolk, Va., for his work as public relations officer with the Seventh Fleet in the South Pacific. He also was presented the Air Medal for his work in aerial photography.





Capt. Eugene Phillips

**EUGENE PHILLIPS** (Georgia '39) has joined the staff of the *Milwaukee Journal* following five years' service as a mechanized cavalry officer with the rank of captain. Capt. Phillips saw service in Morocco, Tunisia, Sicily, Italy, France and Germany. His military experience ranged from landing with the assault waves of the 3d Infantry Division in French Morocco to a final post as chief of the press section of the 12th Army Group in Germany. Before 1940, when he entered active service as a reserve officer, he had reported for the *Athens (Ga.) Banner-Herald* and the *Atlanta Journal* and headed public relations for the Long-Bell Lumber Co.

## He Sailed Prairies For Seven Seas

**L. T. (J.G.) BERNARD A. CASSERLY** (Minnesota '39) of the Maritime Service challenges competition in his record of close-to-home war service. He left the picture desk of the *St. Paul Dispatch and Pioneer Press* to join the Maritime Service in his home town of Minneapolis early in 1942 and was assigned to the local merchant marine recruiting office.

For three years, four months and 17 days he sailed the waters of the home front aboard the bridges over the Mississippi. During this time the public relations office of the War Shipping Administration's training organization in downtown Minneapolis was exactly two and a half miles from his front door. He pounded out Merchant Marine releases for the sea-going Dakotas, Nebraska, Iowa and Minnesota.

Two months after V-J Day he saw the sea, at Los Angeles where he is now in charge of the Maritime Service PRO unit. "The only salt water I ever saw before that," he writes, "was in my morning gargle."

Robert W. Lucas (Oregon '36), associate editor of the *Astoria (Ore.) Budget* for the past eight years, has been appointed editor of the *Yakima (Wash.) Republic and Herald*.

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## Veterans Return To Prewar Jobs

**SIGMA DELTA CHI's** who have served Uncle Sam in all the uniforms and all the theaters of war are returning in increasing numbers to their pre-Pearl Harbor jobs in city rooms, in magazine editorial offices and on journalism faculties.

Each mail to THE QUILL seems to swell the trek back to familiar desks and beats and classrooms:

**L. T. COL. WALTER M. HARRISON** (Oklahoma '20) has returned to take up the managing editorship of the *Daily Oklahoman* and *Times* he left in 1940 to enter the Army. He served on the public relations staff in Washington, D. C., and did military intelligence in Africa, Hawaii and Guadalcanal.

Capt. Clifford P. Moorehouse (Marquette Professional '37) has exchanged the strenuous life of the Marine Corps for his old desk as editor of *The Living Church*, Episcopal weekly, in New York City. Before leaving the Marines Nov. 1, Capt. Moorehouse had three years as associate editor of the *Marine Corps Gazette* and as a combat historian on Peleliu and Iwo Jima.

Lt. Edward B. Dugan (Montana Professional '38) is again at Montana State University as assistant professor of journalism. Three years in the Navy took him to the South Pacific. He had taught at Montana for five years before being commissioned.

Major Fred W. Speers (Stanford '28) has returned to his civilian job as publisher of the North Platte (Neb.) *Daily Bulletin* after service on Tinian as intelligence officer of a B-29 group. Major Speers, who holds the Bronze Star and the Air Medal, is a former national executive councillor of Sigma Delta Chi.

**TWO** veterans of the *Chicago Daily News* have taken off Navy blue and Army khaki to return to the city room. Naval Lt. John A. Mabley (Illinois '38) and Infantry 1st Lt. Thomas L. Vickerman (Northwestern '28) are gathering news again on assignment and rewrite instead of handing it out as military PRO's.

Jack Mabley, who came to the *Daily News* from the editorship of the *Daily Illini*, served a three year hitch that started at the Iowa Preflight School and ended in Guam. Tom Vickerman won his commission at Fort Benning and was stationed at Camp Wheeler, Ga., and Camp Roberts, Calif., before his final assignment to public relations for the Sixth Service Command in Chicago.

Capt. William C. Banta, Jr., (Cornell '30) of the Army Air Force has rejoined the staff of the John Price Jones Corporation, fund-raising and public relations counsel of New York City. He will represent the firm in Washington, D. C.

Capt. Wheatley M. Johnson (Washington and Lee '42) has taken over the editorship of the *Manassas (Va.) Weekly Journal*. Before his service with Army intelligence, he reported for the *Lynchburg (Va.) News*.

**HARRY J. LAMBETH** (Illinois '40), whose service as a Navy yeoman on Hawaii produced the profile of Honolulu Editor Riley H. Allen in the July



Lt. Cmdr. Tully Nettleton

**WORD** has been received of the promotion to lieutenant commander of Tully Nettleton (Olahokma '23) after two years' service in the South Pacific. Lt. Cmdr. Nettleton was expected to return to the staff of the *Christian Science Monitor* where he was an editorial writer before entering the Navy. A 1923 graduate of the journalism school at the University of Oklahoma, he was reporter and assistant city editor of the *Daily Oklahoman* and city editor of the *Norman (Okla.) Transcript* before joining the *Monitor* staff.

August QUILL, has returned to Chicago's City News Bureau where he is covering the Criminal Courts Building.

Lt. (j.g.) Leslie Carpenter (Texas '43) has joined the Washington staff of the *Dallas Times Herald* since his release from the Navy. He is a former reporter for the Austin (Texas) *American-Statesman*.

Capt. Chess Abernathy, Jr., (Emory Professional '41), for three years editor of the *Quartermaster Training Service Journal* (THE QUILL May-June) is back at his Alma Mater, Emory University, as alumni secretary and public relations director.

John U. Hagerty (South Dakota State '40) is with the Aberdeen (S.D.) *American-News* following his discharge from the Navy. Prior to entering service in 1941 he was with the Grand Junction (Colo.) *Daily Sentinel*.

Capt. William P. Jensen (Iowa State '36) who won the Bronze Star as an artilleryman in France and Germany, has joined the journalism staff at the University of Minnesota. He will serve as an instructor while working for his philosophy doctorate. Capt. Jensen had been editor of the *Monroe County News* and *Albia Union Republican* in Iowa and of the *Jefferson County Union* in Wisconsin. He will teach reporting and radio writing.

Sgt. Paul M. Lewis (Temple '45) was last reported in Heidelberg, Germany, after two and a half years' Army service.

# THE BOOK BEAT

By DICK FITZPATRICK

**ATOMIC ENERGY IN THE COMING ERA** by David Dietz. New York: Dodd, Mead & Co., 1945. 184 pp. \$2.00.

**MODERN MAN IS OBSOLETE** by Norman Cousins. New York: Viking Press, 1945. 59 pp. \$1.00.

**A STATE UNIVERSITY SURVEYS THE HUMANITIES.** Edited by L. C. MacKinney and others. Chapel Hill: University of North Carolina Press, 1945. 262 pp. \$4.00.

**THE PERENNIAL PHILOSOPHY** by Aldous Huxley. New York: Harper & Bros., 1945. 312 pp. \$3.00.

IF the loosing of atomic energy appears to have made modern man obsolete, it is necessary to re-examine man not only from the standpoint of what science has done to him. Man must also be considered in light of the humanities which should enrich his life and the perennial philosophy which should guide his grasp of the forces that have made his world so dangerous to him.

Before considering the state of man, prudence necessitates knowing more about the cause which demands a re-examination of modern man.

What atomic energy is, how it came into being, and some of its ramifications are told by Scripps-Howard science editor David Dietz in "Atomic Energy in the Coming Era." His book is informative, fascinating, awe-inspiring.

The possibilities of atomic energy actually are hard to believe. Dietz says that our present knowledge of nuclear physics is similar to Franklin's knowledge of electricity. While it took many years to harness electricity so that it was useful, it will take only ten to twenty-five years to harness the atom for everyday use.

In remarkably clear language, Dietz traces in 69 pages the development of atomic theory. Many persons may be tempted to skip these pages. However, it is necessary to read through them to actually understand what makes the atom what it is.

IN the future, many newspapermen will be writing about atomic energy and its social and political consequences and, without proper knowledge, they will be guilty of writing nonsense. For instance, in the first book reviewed below, the writer makes a statement which is alarming without cause in light of the scientific background given in Dietz's book.

Not only will knowledge of this new field be needed in the product of writers, but it will be essential for all men who hope to check charlatans who will most certainly try to capitalize on the public's ignorance of the subject.

It was fifty years ago, Dietz recalls, that Roentgen discovered the X-ray, which opened the scientific path to the smashing of the atom and its recent use in a bomb.

In this chapter, he tells of the development of the atomic bomb. The material here is based on War Department press releases and the official War Department report on the subject—"Atomic Energy

for Military Purposes"—popularly known as the Smyth report. (It may be obtained from the Government Printing Office for 35 cents.)

In the last chapter, Dietz outlines some of the problems that we will face in the era of atomic energy. The natural development, from a military standpoint, will be "a rocket propelled by atomic energy and carrying an atomic bomb." Although at present Britain, Canada and the U. S. have the secret, it is clear from the development of nuclear physics and chemistry that other nations will have the know-how soon.

Though we do not know the cost of making uranium 235, whose atom was smashed, the peacetime application of atomic energy will be very widespread for scientists have known for twenty years that the conversion of hydrogen into helium would release terrific amounts of energy. The supply of hydrogen in the world is unlimited.

The last three pages of "Atomic Energy in the Coming Era" raise the prime question of the book. Dietz discusses the spirit of the future and pays one of the greatest tributes to modern scientists in contemporary literature.

Dietz quotes Einstein on why applied science brought so little happiness. The great mathematician says the answer is "because we have not yet learned to make sensible use of it. . . . Concern for the man himself and his fate must always form the chief interest of all technical endeavors."

THUS the fate of the world in relation to atomic energy depends upon man's use of it. The implications of releasing energy from atoms is the subject of Norman Cousins' much talked of editorial, "Modern Man is Obsolete."

His thesis was originally expounded as the leading editorial in the *Saturday Review of Literature*, of which Cousins is the editor. It caused so much comment that the editorial was expanded and put in book form.

Cousins says that the atomic bomb has brought more fear than it has hope, and this is because when men can find no answer he will find fear. Cousins says we have always had wars, but he says this is not a necessary reflection of man's nature but an expression of it. However, if man keeps waging war "the effect is the same," and therefore "the result must be as conclusive—war being the effect, and complete obliteration of the human species being the ultimate result."

He feels that if this is true, then modern man is obsolete because technologically he has jumped centuries but "knows little or nothing about his part" in this new world. Actually, modern man is confounded with the gap between cosmic gadgets and human wisdom.

Ordinarily, Cousins says, the gap would be bridged. However, atomic energy has in a way destroyed time so that action must be immediate and conclusive. Since it requires stimulus, Cousins says, "mankind today need look no further for stimulus than its own desire to stay alive."

Thus, he reasons, modern man has two

courses. One, Cousins calls the positive approach, which means we forget about national sovereignty and get together in a world organization. Now, with atomic energy and power and resources enough for all, there need be no war for economic causes.

COUSINS says: "It is not economic man or political man or ideological man or scientific man but man himself who holds the solution. Only the whole man is equipped to find and act on whatever solution may exist." He believes the job of policing the atom is enough cause to have world government and this world government must have complete control over the atom because he reasons that there can be no control without power, no power without law, and no law without government.

Pointing out that the differences between the original 13 colonies were as great as those existing between governments of the world today, Cousins says there is no good reason why world government is not possible, because "the very purpose of government is to regulate differences."

Cousins warns that throughout the history of the world every great ideal or idea has been exploited by those who were seeking a means to an end. If we do not accept this course of action—world government—Cousins says the other answer is simple. It requires the destruction of all science, all machines, all cities and all vestiges of civilization plus the elimination of "anyone who has anything to do with the machinery of knowledge or progress."

THE fundamental questions about man and the world that Cousins raises could well put all followers of the profession of journalism in a reflective mood and cause them to consider their own basic philosophy.

One of the greatest pleasures that the educated man has—and a prime source of philosophy—is the study of the humanities. In "A State University Surveys the Humanities," former students and faculty members of the University of North Carolina present essays on history, literature, philosophy, religion, language, music, the fine arts, the social sciences, education, psychology, biology, mathematics, the physical sciences, medicine, law, business, and journalism.

In the essay on journalism Gerald W. Johnson, editor and author, discusses the need to have the common man understand what the humanities are and what they seek to do. He says that it should not be expected that all men study the humanities but that those schooled in them should project their knowledge to all the world.

Johnson thinks that people do little thinking now because "investigation had become incomparably more fruitful than reflection; so it was natural, perhaps, indeed, inevitable that alert minds should turn to investigation exclusively. It may have been equally inevitable that reflection should fall not into disuse only, but also somewhat into contempt."

Thus modern man has tended to abandon the basic thinking so well exemplified in the time of Plato but we have not found any clearer and more persuasive theory to take its place.

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# German Press

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was at first assisted by T/Sgt. Joseph Wechsberg. They headed the central editorial staff of the whole newspaper chain, with offices in Bad Nauheim.

Both are American citizens, both are well-known American writers. But they were enabled to do the job because of their special qualifications as journalists of German background. Hans Habe is the pen-name of Jean Bekessy, son of the former Viennese publisher Emmerich Bekessy. He is Hungarian by birth, and had written several novels before his "A Thousand Shall Fall" made the best-seller list in this country. His latest novel, "Katherine," was published by the Viking Press.

After the breakdown of France he came to this country and was exceptionally well received in Washington, where he married the daughter of Mrs. Joseph E. Davies, wife of the former American ambassador to Moscow. He enlisted as a private in the American army and was successfully employed throughout the invasion of Europe by its psychological warfare branch. T/Sgt. Wechsberg is of Czechoslovak origin; he is well known as a brilliant writer of short stories, and his book "Looking for a Blue Bird," recently published, did very well indeed.

**A**NOTHER journalist who distinguished himself by rebuilding a German press was Captain Hans Wallenberg of New York City. His is one of those strikingly interesting personal stories which can only happen in our time and country. Hans Wallenberg came to the U. S. more than ten years ago, a youngster who never thought to see his native land again, for he was the son of a refugee from Berlin.

Hans' father used to be an editor-in-chief in the house of Ullstein in Berlin. There, in the bright and cheerful office where his father read copy and managed his paper, young Hans would watch with excitement the creation of one of the largest Berlin dailies. But Hitler put an end to it.

The Wallenberg family came to New York, and the elder Wallenberg was proud to have Hans get an American education. And then there was the day when Captain Hans Wallenberg returned to his native Berlin with the first detachments of the conquering American Army.

I cannot vouch for the detailed accuracy of the story but it has it that Hans Wallenberg dug up from under the ruins of the famous Ullsteinhouse the office in which he used to visit with his father and sat down at his father's desk to edit the first issue of the new German paper, *Herausgegeben von der Amerikanischen Armee*...

**T**HE Americans generally put in charge of the various newspapers of their chain whomever they could find in the armed forces with newspaper experience and knowledge of German. The list of those sub-editors gives a very significant picture of the American melting-pot. To be sure, to the skilled German writer the German in these papers has not always sounded perfect; but you have to make allowance for the years all these Americans have forgotten their former language.

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**SHARE SEA-GOING INITIATION**—Four new members of Sigma Delta Chi and the president of the Dallas Professional Chapter who supervised their initiation aboard a yacht on a brand new inland lake. Left to right: Fred Conn, B. C. Jefferson, Bill Singleton, Louis Cox and Abe Berger.

**T**HE Dallas Professional Chapter made Sigma Delta Chi history this Fall by initiating four men aboard a 70-foot yacht in Lake Texoma, the new 150,000 acre reservoir created by damming the Red River.

The chapter were the guests of the Denison, Texas, Chamber of Commerce and the Denison Herald for the day at the lake. Twenty-five members made the trip by chartered bus and others came from Dallas and other cities by car.

Ritual paraphernalia was taken aboard, altars set up and the candidates initiated "at sea." They were William Singleton, publisher of *Bill's Bugle*, a sports weekly; Fred Conn, publisher of the Denison Herald; Louis Cox, assistant sports editor of the Dallas Times Herald, and Abe Berger, public relations director of the Hotel Adolphus of Dallas.

The day was warm and bright and the big lake was calm. When the initiation was completed, the participants went ashore again for a picnic of barbecued turkey, baked ham and appropriate accompaniments as the guests of Fred Conn

and W. O. Harwell, manager of the Denison Chamber of Commerce. Later the entire party went on a long cruise on the lake.

The meeting was held under the guidance of B. C. Jefferson (Dallas Professional '43), associate editor of the *Times-Herald* and president of the chapter, and of Clifton Blackmon (Missouri '27), public relations director of the Dallas Chamber of Commerce.

The initiation was conducted by Irl Brown (Southern Methodist Professional '39), director of the Texas Press League, Ted Barrett, Dallas News, Frank Chappell, *Times Herald*, and Don Matthews, journalism instructor in Dallas high schools. Barrett, Chappell and Matthews are Dallas professional members.

The Dallas chapter, one of the most active professional groups in Sigma Delta Chi, now has 138 members, including men from Fort Worth, Texarkana, Waco, Houston and other Texas cities. It holds weekly luncheons on Wednesday at the Dallas Y. M. C. A.

General McClure released a statement as to the method he expected to use. It is quoted here from the *Congressional Record* and lists the following steps:

"1. The shutting down of all German information service.

"2. The institution of Allied information services, utilizing German newspaper and publishing plants, radio transmitters, etc., but doing the writing and editing ourselves.

"3. A gradual transition from Allied information services to German-managed services working under Allied supervision. This phase will come only after detailed reconnaissance and examination of

prospective German operators have been made."

At present a transition is taking place from phase II to phase III. In other words, the establishment of new German newspapers is going on and will gradually replace the army papers.

Captain Habe told an interviewer that finally one single German language newspaper, operated by the American authorities and representing the voice of the United States would stay for the duration of the occupation.

<sup>1</sup> "Journalism Under Hitler's Heel, Experiences of an Editor in Berlin."

<sup>2</sup> Figures taken from the semi-official *Year Book of the German Press* published by Deutsches Institut für Zeitungskunde, 1932.

# THE WRITE OF WAY

By WILLIAM RUTLEDGE III

## Price of Success

THE postwar era will not offer any cut-rate bargains in the price of success. Somehow or another, possibly the product of a natural optimism, there are those who anticipated that the days ahead will be easy and lucrative, sort of an El Dorado in which all wishful dreams will become realities.

Those with the yen for writing anticipate that the editors will write more checks, for larger sums, and publish material which has been unacceptable to date.

After World War I there was a lot of writing that was easy and lots of flourishing authors who had not paid out the price for producing worthwhile and inspiring works. They compromised for quick checks and flooded a market that was full of absorption.

It was a reflection, in the writing field, of the easy money being reaped from the stock exchanges. It was an expression of the spirit of the day—speakeasy days in our literary history.

WRITING is so easy; yet so hard. So simple; yet so baffling. So certain; yet so precarious.

It is those conditions which are attached to the price tag of successful authorship. A long and challenging process is the means by which works of real value become possible. Yet, at best, the outcome of this process is a 50-50 chance that it will yield. The process is necessary to the yield; yet there is only an even chance that there will be a yield at all.

THOSE who may be deciding to pursue the literary muse during the years ahead may find hope and encouragement in the fact that everybody and everything is entering a new phase of life. I realized this quite forcibly during talks recently with a man who had hung up something of a name in the writing ranks.

Harpers had published his books, *The Saturday Evening Post* had published ar-

ticles and short stories, and he had written a fairly successful play. He had tasted of the nectar of success and yet he was now a failure. He could not write anything salable. He was in town trying to break into the radio script writing field and, as far as I know, he went back to a distant state, still out of reach of the success he had once known.

This particular writer, I would say, was out of step with the times. Books that had sold well a decade before were not acceptable in this day. Magazine features and stories had new exactions to make of contributors. The radio apparently had no place for a skillful writer who had lost his touch with the times. He was still a dated writer. He had stood still in his concepts while the world rolled on.

In this sense all writers are lined up on even terms as the postwar era opens.

The writers who can speak for and interpret these times will succeed in the age-old pattern of success. Writers, no matter how proficient, who have sacrificed their touch with the times will give away to writers, no matter how green and clumsy, who can sense and express the times in which we are now entering.

The postwar era offers immense possibilities. Those possibilities will be realized by those who qualify, not through bull-headed determination nor through excessive education nor through shallow cleverness; but, I suggest, through the grasp and understanding of a spirit. That is why some who ostensibly should succeed will fail; and many who do not appear to be of success stuff will take many rich rewards.

Success is still a stern taskmaster that bestows glorious rewards upon those who can pay the price. The price, I think, is understanding. And understanding is the fruit of experiences, not all sweet and pleasant and inviting.

Withal the willingness there is still that 50-50 chance that the dreamed rewards will never be realized.

See you next issue!

## Book Beat

[Concluded from page 18]

THE atomic bomb has caused many to think and when man thinks deeply he usually considers eternity. Thus Aldous Huxley's "The Perennial Philosophy" was published at an excellent time. Huxley says that throughout the history of the world there have been certain basic thoughts that have appeared in the writings of intelligent men no matter what their race or creed.

Huxley has brought together the writings of thinkers on 23 subjects and presents them together with an explanatory text.

He says that one metaphor which constantly occurs in "The Perennial Philosophy" is the urging of persons to wake

up "out of the nonsense, nightmares and illusionary pleasures of what is ordinarily called real life into the awareness of the eternity."

He says that every system needs some contemplatives but unfortunately the aim of human life in our day is action. But there are many who prefer immediate action to acquiring, through contemplation, the power to act well. He quotes a Saint on the question of what these people accomplish and the answer is "little more than nothing, and sometimes nothing at all, and sometimes even harm."

These four books point out the seriousness of the world situation today and the need for intelligent and decisive action by influential people in America. There are certainly no more influential persons as far as the public is concerned than those engaged in all phases of journalism.

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ATTLEBORO MASS.

Capt. Fred J. Byrod (Temple '33), Philadelphia *Inquirer* sports writer who served as an air squadron commander, has been decorated with the Bronze Star.

Capt. Raymond E. Abel (South Dakota State '36) was awarded the Bronze Star for service in Germany. An officer in the 29th Division, he also holds the Purple Heart and two Presidential Unit citations.

THE QUILL for November-December, 1945





Burton W. Marvin

**B**URTON W. MARVIN (Nebraska '35) has been named telegraph editor of the Chicago Daily News. He previously had been cable editor and succeeded the late George Dodge who had been on the News telegraph desk for more than 20 years.

President of the University of Nebraska chapter of Sigma Delta Chi in 1934-35, Burt received his A.B. degree there in 1935 and went to work for the Lincoln (Neb.) Star.

After a year of reporting at the Star, he went to the Columbia University School of Journalism on the \$1,000 Hitchcock scholarship and received his master's degree there in 1937.

Burt has been with the News since July, 1937, serving as a reporter and copy reader before going to the cable desk. He is on the Medill School of Journalism faculty at Northwestern University, teaching news writing on the downtown campus.

## Interfraternity

Representatives of professional fraternities and honor societies for both men and women were guests of the National Interfraternity Conference at a Victory luncheon in New York City, Nov. 24. The luncheon, held at the Waldorf-Astoria Hotel, climaxed the first postwar convention of the conference which represents national men's social fraternities.

It was the first time representatives of all American college campus societies—social, professional and honorary—have met together. It was both a tribute to the war effort of college men and women and an announcement of broadened postwar aims of Greek letter groups.

Norris G. Henthorne (Oklahoma Professional '32), former police and legislative reporter on the Tulsa (Okla.) Daily World, served as storekeeper aboard an attack transport in the Pacific.

Edgar N. Powers (Oklahoma '39) was promoted from first lieutenant to captain in Panama where he is public relations officer for the coast artillery command.

THE QUILL for November-December, 1945

## Journalism For Juniors

**T**EEN-AGE newspapermen and newspaperwomen recently enjoyed the serious attention of their grown-up fellow reporters and editors in states as far apart as Minnesota and Georgia.

On Nov. 1, 70 staff members of Minneapolis newspapers took part in a high school newspaper clinic for more than 800 junior journalists at the Nicollet Hotel. During the same month the Henry W. Grady School of Journalism of the University of Georgia announced plans for the award of a silver cup, in honor of Laura Dorrough Dyar, Georgia newspaperwoman, to the Georgia high school newspaper which achieves the outstanding campus-community service during 1945-46.

**T**HE Minneapolis clinic, sponsored by the Star-Journal and Tribune and the Daily Times, included a mass meeting at which newspaper executives spoke. Seminar sessions on twelve phases of writing, editing and printing newspapers followed with working newspapermen sitting in as discussion leaders. In the third and final session, individual school papers were criticized.

Speakers at the main session included Cedric Adams (Minnesota '28), Minneapolis columnist, as master of ceremonies; Gideon Seymour (Butler Professional '26), executive editor of the Star-Journal and Tribune; Joyce Swan, Daily Times publisher; William P. Steven, managing editor of the Morning Tribune, and Lloyd E. Borg, public service director for the Star-Journal and Tribune. The newspapermen cooperated with Mrs. Edith P. Gillies, board of education newspaper advisor, in planning the clinic.

**T**HE recipient of the Dyar cup will be selected by the Georgia journalism faculty, headed by Dean John E. Drewry (Georgia Professional '28), and awarded at the annual scholastic press meeting next May. The cup is given by members of Mrs. Dyar's family which includes two Georgia editor sons and a grandson now a student at the Grady school. They are Hubert H. Dyar of the Royston Record and I. Eugene Dyar of the Carnesville Herald, and Hubert Dyar, Jr.

Before her retirement, Mrs. Dyar was society editor of the Royston Record for 18 years. She was prominent in Georgia as a worker for rural education and road improvement, a state officer of the Service Star Legion and a trustee of the state training school for girls. She is officially "Mother Dyar" to the state press association whose meetings she has attended for many years.

Before the war he was managing editor of the Auburn (N.Y.) Press.

Major Robert F. DeLay (South Dakota State '41) has been cited for meritorious achievement on Luzon. He was editor of the 1941 Jackrabbit at South Dakota State.

Robert Luigi Cavnagaro (Stanford Professional '41) this Fall became general sports editor for the Associated Press with headquarters in New York City. He had been AP bureau chief in Denver and Newark, N. J., and sports editor in New York.



Willard R. Smith

**A**FTER three years as associate editor of the Wisconsin State Journal, Willard R. Smith, national president of Sigma Delta Chi, has returned to his first love, reporting. Bill is back on his old beat in Wisconsin's capital, Madison, for the Milwaukee Journal. For more than a decade before joining the State Journal, he covered the legislature for the United Press.

Bill Smith started the newspaper business in grade school as printer's devil for the Pawnee (Neb.) Chief. He became a Sigma Delta Chi at Grinnell College where he was graduated in 1921, after time out overseas with the 133d Infantry in France and the 18th Field Artillery in the Army of Occupation. He reported for the Des Moines News and Tribune before joining the UP in 1925.

Bill was transferred to Madison a year later and began a political reporting career that included such colorful assignments as the Huey Long delegation at the 1932 convention in Chicago, the ouster of Dr. Glenn Frank as university president and the padlocking of the Silver Street saloons by federal agents in prohibition-era Hurley, wide-open iron range town.

Lt. Gene Cooper (Iowa State '43) dropped into Kunming, China, to help pick up some P-38s only to encounter Sgt. Tom Swearingen, a classmate in Sigma Delta Chi. Result, a shopping and sight-seeing expedition, with wails from both about high finance in Chinese dollars.

Harold Stearns (Montana '36), publisher of the Harlowton Times, only newspaper in Montana's Wheatland County, was elected president of the State Press Association at the 60th annual convention in Great Falls in November. A graduate of the Montana State University school of journalism, Stearns covered Missoula for the United Press as an undergraduate and wrote scripts for Station KGVO. He was city editor of the Havre (Mont.) Daily News when he bought the Times in 1940. He served two years in the Navy, returning to civilian life early this Fall with the rank of ensign.

# Capital Comment

By DICK FITZPATRICK

**W**ASHINGTON—Carl Kesler, the *QUILL*'s new editor, cut this column off last issue in the middle of our story on the new members of the fraternity inducted by the Washington chapter. Six biographies were run but there are still five more to go.

Carl might try to blame paper restrictions, but SDX brothers Colonel J. Hale Steinman (Washington Professional '44), chief of the WPB's Printing and Publishing Division, and his assistant Peter B. B. Andrews (Columbia '29), assure us that there are no restrictions on the use of paper for magazines.

(Editor's Note—O. K. this time, Dick, but let's see a trickier gag in your next lead.)

**A**NOTHER new member of the Fraternity is Charles Hurd of the Washington bureau of the *New York Times*. Hurd took special courses at Washington University in St. Louis and Northwestern University. From 1919 'till 1925, he was with the Chicago and New York bureaus of the *Associated Press*. He spent the next four years with *Liberty Magazine* and in 1929 joined the staff of the *Times*.

In 1937 he put in a year as assistant chief of the *Times* London bureau and spent a year away from the *Times* in 1943 as an associate editor of *Newsweek*, stationed in Washington. Hurd is now back with the *Times* and is editing the veterans news out of Washington. . . .

**A**NOTHER newcomer is Truman Felt, chief of the Washington bureau of the *St. Louis Star Times*. Truman attended Butler University and was in the Army from 1917 to 1919. He was a reporter for the *Indianapolis Star* and left that paper to do publicity at national headquarters of the American Legion. He became a reporter on the *Evansville (Indiana) Journal* and then moved to the *Dayton (Ohio) Herald and Journal*.

Next Truman went south to become assistant city editor, then city editor of the *Miami Daily News*. While he was in Miami, the city was experiencing a real estate boom and so Truman was promoted to the real estate editorship which (quite logically at that time in Miami) was more important than the city desk. The boom died down and Truman became the paper's associate editor and at the same time did a broadcast over radio station WIOD. He came to Washington in 1936 and did press information for the WPA and later for the OCD. He took over the Washington bureau of the *Star Times* in 1943.

The afternoon of President Roosevelt's death, Truman Felt was in talking to Vice President Harry S. Truman's assistant about the possibility of an interview with the vice president on any plans he had for the Senate which would be of interest to the citizens of Missouri. How-

ever, history called Harry S. Truman to the White House to become President of the United States and Truman Felt didn't get his exclusive interview with Vice President Truman. But with Truman for a first name and the fact that he represents a St. Louis paper, Felt should do all right at 1600 Pennsylvania Avenue. . . .

**W**ALKER S. BUEL, associate editor and Washington correspondent of the *Cleveland Plain Dealer*, is another newcomer to SDX. After attending the University of Akron and Western Reserve University, he left college in 1912 to report for the *Cleveland paper*. Two years later he was assigned to politics, and in 1916 began covering the state legislature. In 1919, he was sent to the nation's capital to take over the Washington bureau when Benjamin F. Allen was killed in an automobile accident accompanying President Woodrow Wilson on his League of Nations tour. In 1934, he was made an associate editor of the *Plain Dealer*. . . .

Although it seems he wanted to be a lawyer, another new SDX man is Edward Jamieson, Washington correspondent of the *Houston Chronicle* and 1945 president of the National Press Club. Jamieson attended the University of Indiana and then entered the law school of Arizona University. After he had been there several months, he was offered a job as a cub reporter on the *Arizona Daily Star* at Tucson.

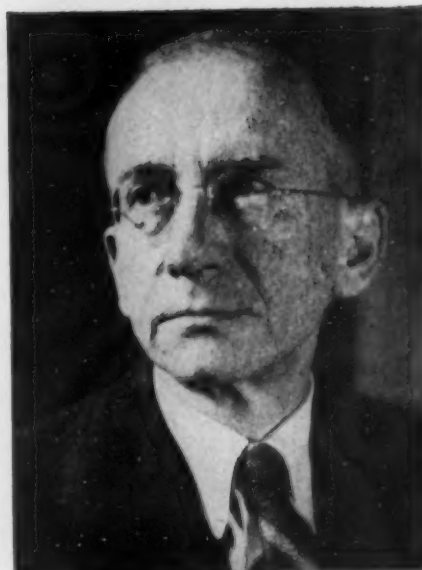
After eight months, he figured he liked law better so he came to Washington and entered the law school of George Washington University. However, he was offered a job with Bascom Timmons. He took it and is still with the Timmons' organization which represents the *Chronicle* and other papers. . . .

Lester A. Schlup, another new member of the fraternity, is chief of the Division of Extension Information of the U. S. Department of Agriculture. Les attended Southeastern University and George Washington University here. He was wounded in France in the last war and for a time served on General Pershing's staff. Since the last war he has been engaged in agricultural writing, editing and directing of visual education work carried on by the government and various state extension services. . . .

Lt. Cmdr. Allen Keller (Columbia '26), public information officer of the Third Naval District and Eastern Sea Frontier, on military leave from the *New York World-Telegram*, was awarded the Navy's Commendation Ribbon for "meritorious performance of duty" aboard the escort carrier *USS Croatan* on anti-submarine patrol in the Atlantic and for other services in the Third Naval District.

Vernon Vierth (Iowa State Professional '32), former farm editor of the Marshalltown *Times-Republican*, is now promotion manager for Clarke's Hybrid Seed Corn Company of Conrad, Ia. For 15 years Vierth was publisher of the *Sumner (Ia.) Gazette*.

George C. Jordan (Minnesota Professional '43), editorial writer for the Minneapolis *Star-Journal* since 1942 and former AP correspondent in Italy, Spain and South America, has resigned to join the Almsted and Foley advertising agency.



John L. Meyer

## Inland Honors John L. Meyer

**J**OHAN L. MEYER (Wisconsin Professional '26) who resigned earlier this year after many years of service as general manager and treasurer of the Inland Daily Press Association, discovered this Fall that one cannot hide half a century of newspaper work in modest retirement.

First he was surprised with a testimonial brochure at a luncheon during the 61st annual meeting of the Inland in Chicago. The brochure, leather-bound and hand-lettered in color, was signed by several hundred members and bore this inscription:

"The Inland Daily Press Association presents this testimonial to John L. Meyer, our manager-emeritus, in appreciation of his years of outstanding service to this association, and to the newspapers of America, and as a token of the affection and esteem of all the members of this association—attested by Don Anderson, president, and William F. Canfield, (Wisconsin '32), secretary."

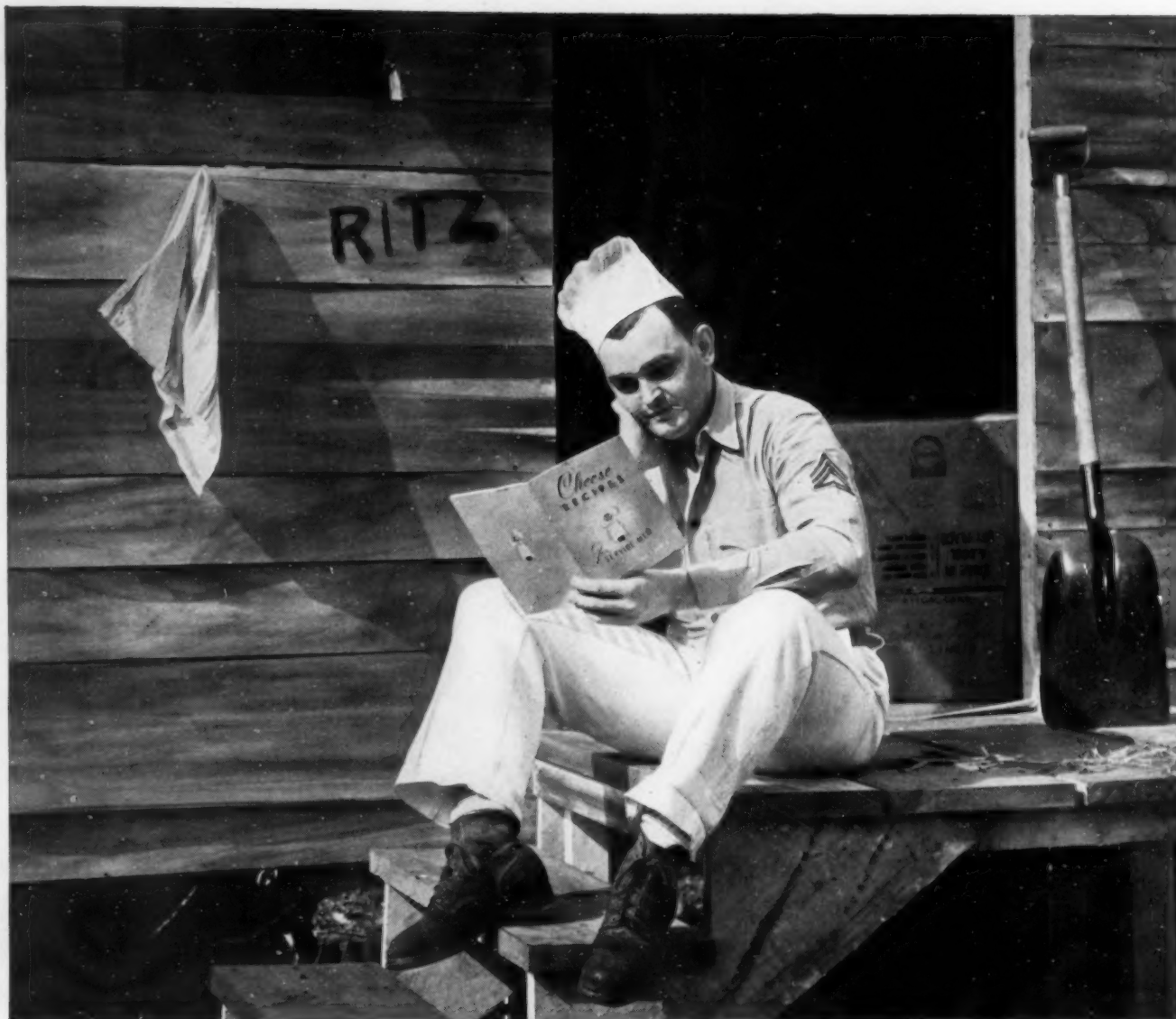
With John at the luncheon was his wife, the former Miss Jessie Bleyer, a cousin of the late Willard G. Bleyer, (Wisconsin Professional '12), a pioneer in the university teaching of journalism. John holds the Wells Memorial Key for service to Sigma Delta Chi.

Two days later the Newspaper Association Managers of the United States and Canada elected John an honorary member for life, over his stout objection that he was ineligible in retirement. He was an advisor to the organization when it was founded at Tacoma, Wash., 20 years ago and long a member.

While John Meyer's formal full time newspaper career goes back a mere 45 years, he was overhauling news to Chicago and Milwaukee newspapers as early as the mid-90's when he was a high school student in Jefferson, Wis. County fairs were fruitful sources of sports news for such newspapers as the *Chicago Inter-Ocean*.

"Running-and-riding races," he recalls, "were sinful but trotting and pacing was O. K. Similarly beer was O. K. but whiskey was sinful."





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